

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Car Detailing

Business Objective: Get Passive Attention From
FB To Their Site With The Intention To BUY

Funnel: FB Adverts

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. Men & Women
- b. Who Owns A Vehicle That They Care About
- c. Always Busy And Would Like Trustworthy Repeat Service

2. Where are they now?

- a. Scrolling on FB passively

3. What do I want them to do?

- a. Stop Scrolling And Look at the AD
- b. Build Enough Desire For them to click the CTA with the intention to Book

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- Catch Their Attention = Convert from passive to active
- Spike Their Desire from kinda wanting To actively WANTING to get their car detailed
- Some kind of CTA that entices them to take action immediately

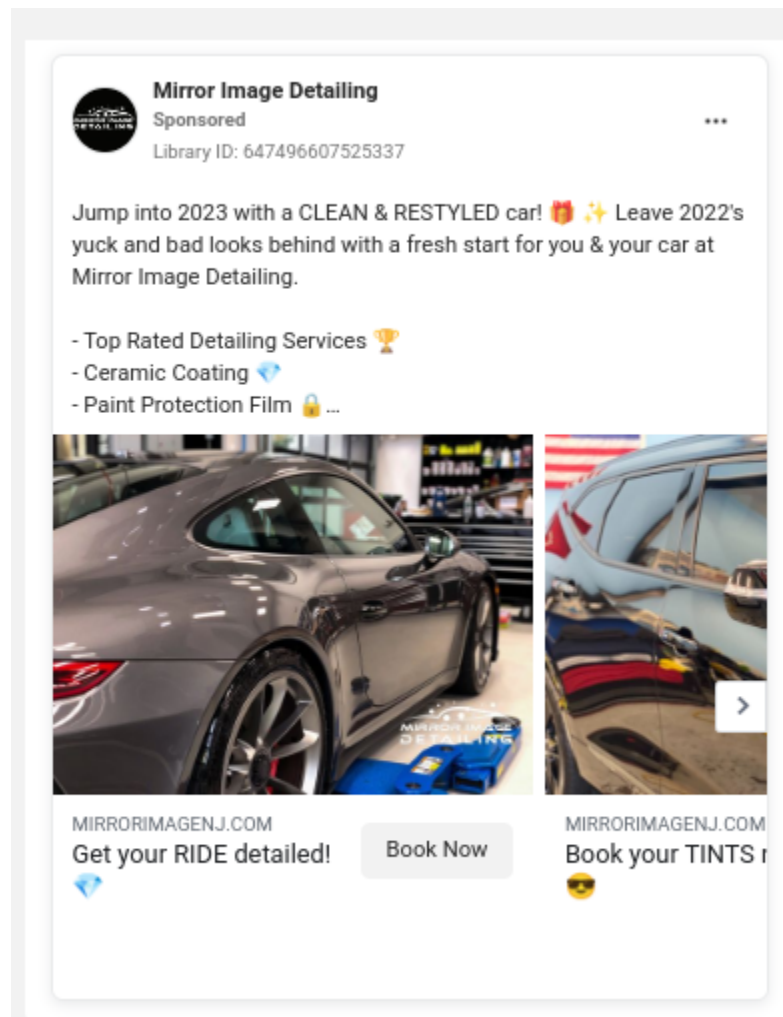


Image of result to get attention

"Jump Into" Sensory Information

“2023 with a CLEAN & RESTYLED Car!” Spiking Their Desire To Change Their Car’s looks for the coming year

“Leave 2022’s yuck and bad looks behind” Current Painful State

“ with a fresh start for you & your car” Dream state, Also taking advantage of the “New Year, New Me” Thing people have

“at Mirror Image Detailing.” Solution = where they can get this “Dream state”

Bullet Points:

“- Top Rated Detailing Services 🏆” = More Social proof

- Ceramic Coating 💎
- Paint Protection Film 🛡️
- Window Tinting 😎
- Vinyl Wrapping 🎨
- Paint Protection Film 🛡️
- Dent Removal & More! 🔧 😊

“Bullet points on What they provide”

For More Info Visit : <https://mirrorimagenj.com/>

🌐: www.mirrorimagenj.com

CTA To their website

📞 : (845) 553 - 5997

✉️ : info@mirrorimagenj.com

“Get Your Ride Detailed” } } } } } Book Now - CTA

DRAFT



Image Of Result To Get

Attention.

Cruise into 2025 with a Car So Pristine, Your Neighbors Turn Their Heads To Get A Good Look”
Leave those dirty looks behind and make amends with your car and yourself with our Xtra care package

- Complete Interior and exterior detailing 🗑️.
- Paint Protection Film 🛡️
- Vinyl Wrapping 🎨
- Window Tinting 🕶️
- Dent Removal & More! 🔨 😊

Visit Us for More Info! : <https://mirrorimagenj.com/>

🌐: www.-----.com

CTA To their website

☎️ : (845) — — —

✉️ : Email Address

“Detail Your Car Today” } } } } } Book Now - CTA