

The Winner's Writing Process

(requirements further down the page)

1. Who Am I Talking To

- A. Middle-aged homeowners men and women who want their house/place of living to look nice and aesthetically pleasing
- B. Sydney, NSW, Australia

2. Where Are They Now?

- A. Sydney
- B. Viewing the webpage (Viewing "Painters in Sydney")
- C. Level 3 Awareness - solution aware
- D. Stage 4.5 kinda tired of the mechanism (Look out for new mechanisms, experience, and identity plays)
- E. Current State:
 - I. Want their house to be better than the rest. Pride and satisfaction
 - ii. Home value want to increase so they get a quote to improve the house
 - iii. looking out of touch and not updated
 - Iv. Attention
 - V. Social Acceptance
 - Vi. Community
- F. Dream State:
 - I. Mirror of that
 - ii. want an aesthetic that matches the tribe's aesthetic
 - iii. "The quality of the finished project looked fabulous. We also got our decking done as it was scratched and looking old and neglected, the deck looks brand new."
 - Iv. well-designed outdoor living areas, such as patios, decks, and gardens. These spaces are ideal for relaxation, entertaining guests, and enjoying nature without leaving home.
- G. Solution: Get a painting business to redo the place and make it look nice
- H. Product - Get a quote
- I. Current design 6/10
- J. Belief in solution - low
- K. Trust in the company - low

3. What Do I Want Them To Do

- A. Stay on the page
- B. Ask for a quote

- I. Boost trust in company
- li. Boost belief in idea
- lii. Connect with their current desire

C. "Is the value of going to get worth it?" Price, effort, time, and sacrifice

D. "Do I trust the person selling me this product" Cost personality

4. What Do They Need To Experience/Think/Feel To Do That?

a. Stay on the page

- I. Images that are animated
- li. Clean Simple design
- lii. Images = Dream State
- Iv. Stamp of credibility

b. Ask for a quote

- I. Level 3 play - Dream outcome + why we are better (experience stage 5 play)
- li. Crank outside credibility factors
- lii. Talk about experiences (aligned with customers and desires for experience)
- Iv. Quick qualification of customer (this is for x person)
- V. CTA> Get quote

Why Us?

- Buying experience (through the lens of what the customer cares about)
- Big social proof to back up the claim of how good experience is
- Credibility boost via number of reviews/projects

Show Dream State:

- Project portfolio dumb

Crank Credibility:

- Outside credibility via brands and awards

CTA Section:

- Full experience play
- Maps
- CTA button
- Credibility banner

General Notes:/Requirments

- Face of people on the team match tribal affiliation, look competent. And in touch with aesthetic preferences

Roadblocks:

- Time management. Don't have enough time to oversee the project and have demands like family and friends
- Making sure the job is done right
- Low budget
- Concerns about maintaining or increasing home value

Solutions to roadblocks:

- Time management solution: Hire reliable and professional painters who can work independently and provide regular updates
- Making sure the job is done right: With quality experience and testimonials
- Low Budget: Select a painting service that offers competitive pricing without compromising on quality.
- Home Value: Work with experienced painters who understand the importance

5. The weakness of my copy is around the middle where I try and take them through the hero's journey. That is where potentially the reader could click off the page.

6. I attempted to fix the issue by shorting the story of the hero's journey and focusing more on the beginning of the page and the end where you try and sell them more. Please tell how I went with that

7. I have not sent it to the client for testing yet

8.

Dream Outcome

Strengths:

Personalized Home Transformation: Offering tailored solutions that reflect homeowners' unique tastes and preferences.

Aesthetic Appeal and Comfort: Enhancing the overall look and feel of the home, creating a space where homeowners can feel relaxed and proud.

Perceived Likelihood of Achievement

Strengths:

Expert Guidance and Professionalism: Providing a high level of expertise and meticulous attention to detail increases the perceived likelihood of achieving the desired outcome.

High-Quality Materials and Finishes: Ensuring durable and aesthetically pleasing results that last.

Weaknesses:

Project Complexity: Some projects may be complex, which can affect customer confidence. Mitigate this by showcasing past successes and testimonials to build trust.

Time Delay

Strengths:

Efficient Project Completion: Timely completion minimizes disruption and delivers results faster.

Streamlined Process: Clear communication and planning reduce unnecessary delays.

Weaknesses:

Attention to Detail: High-quality work may take longer, but the superior results justify the time spent. Emphasize the importance of thoroughness and the lasting benefits.

Effort and Sacrifice

Strengths:

Minimal Disruption: Clean and tidy workspaces ensure that homeowners face minimal inconvenience.

Comprehensive Service: Offering a range of services means homeowners don't need to coordinate with multiple contractors, reducing their effort.

9. Explain where the reader is in terms of awareness, sophistication, their thought process, and where they are inside the funnel

Level 3 solution aware

Stage 4.5 is somewhat tired of the mechanism - use experience and leverage that

In the funnel, they are at the second part where they have clicked on the website and this is the first thing they see. To keep going down the funnel they need to click "Get a free quote"

