

Generally, What Kind Of People Are We Targeting?

- Men or Women? - Both
- Approximate Age range? - 35+
- Occupation? - Working a high paying office job
- Income level? - 10k/mo
- Geographic location? - Los Angeles County

Painful Current State

- What are they afraid of?
 -
- What are they angry about? Who are they angry at?
 - They are angry that their yard currently looks bad, and they can never fully control it or get ahold of it - "The struggles of maintaining a tidy home!"
- What are their top daily frustrations?
 - Going outside and seeing their yard looking overgrown, looking unkempt and unorganized, this makes them feel cluttered, frustrated, and overwhelmed with the amount of work needed to be done.
- What are they embarrassed about?
 - Seeing parts of their garden beds overrun with weeds and looking patchy and dull when their family and friends come over.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Dealing with their problems makes them feel like they're finally going to get that thing they always wanted and they start to imagine what their yard will look like in the future
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - My garden beds are overrun with weeds, and right now the plants are just looking a little bit sad
- What is keeping them from solving their problems now?
 - They can't do the physical labor required due to them having bad backs

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and

feel like?

- They want a nice space that's relaxing and they can use to be with their family and unwind - "It was transformed into a stunning meandering garden that provides areas to reflect, relax, entertain and enjoy cultivating veggies and herbs.", "something beautiful and amazing for us (and the whole neighborhood) to enjoy."
- Calming space - "soothes our busy city schedule when we enter the backyard.", "We now have a space for quiet meditation, raucous parties, and something that will grow as our family grows.", "It's now a source of peace in-between stressful meetings during the week and a source of joy during the weekends."
- They would get it fast - "the installation process was impressively fast."
- Their yard would look good - "Our backyard space became a kind of outdoor gallery, but without feeling too preciously curated.", "We definitely enjoy our time outside more than ever before.", "manicured"
- Who do they want to impress?
 - Neighbors slightly
 - Family
 - "They helped us reimagine our backyard to make it warmer, more open, and family friendly."
 - Friends
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel relaxed, at peace, and enjoy the aesthetic beauty of their yard - "We call it our 'Little Descanso'!"
 - They secretly desire to have family gatherings and impress their family mainly - "We feel like our home is finally a home, with lush and fragrant outdoor spaces for relaxing, entertaining, growing food and chatting with the neighbors."
 - Their backyard would be their favorite place to be - "transformed our backyard into our favorite room in the house, taking it from a blank canvas with unused space to a verdant, fragrant secret garden."
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - I want to turn my backyard into a garden oasis.

Hierarchy Of Desires (Based off FB ad CTR):

1. Yard to look nice and vibrant (pop with color) - 1.4%
 2. Have the most beautiful house on the block - 1.2%
 3. Have a relaxing space - 1.09%
 4. Their family to feel at home in their house - .8%
 5. Their home to look neat and tidy - .65%
 6. Impress their family - .57%
-
1. Want To Transform Your Home Into A Private Paradise? - 1.72%
 2. Want Your Home To Come Alive With Color? - 1.59%
 3. Want Your Home To Burst Into A Bright, Colorful Landscape? - 1.5%
 4. Want Your Home To Pop With Color - 1.4%
 5. Want Your Home To Burst With Lush, Vibrant Foliage? - 1.34%
 6. Want To Transform Your Home Into An Outdoor Gallery? - 1.3%
 7. Want To Have A Vibrant, Pristine Home? - 1.3%
 8. Want Your Home To Shine Like Never Before? - .7%
 9. Want To Transform Your Home Into A Beautiful Oasis? - .6%
 10. Want Your Home To Burst With Vibrant Colors? - .6%

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe that they won't be able to do the work themselves
 - They believe that their yard will always go back to looking overgrown and will require constant maintenance
- Who do they blame for their current problems and frustrations?
 - They blame nature and the environment for having so many weeds pop back up and overrun everything
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They did get mulch down in the past but it eventually decomposed and the weeds came back, they believe that it got overrun due to them not keeping up with mulching every few years.
- How do they evaluate and decide if a solution is going to work or not?
 - Clear, fast communication - "Stephanie and Neive were professional, patient, and offered us a brilliant plan."
 - The person is kind and understanding - "Neive was an absolute pleasure to work with from the moment we reached out.", "She listens and respects her

clients”

- The person is there with them - “was very present and hands-on”
- They are knowledgeable and can understand you - "Whenever we'd give vague explanations of plants or aesthetics that we liked, she knew exactly what we meant."
- What figures or brands in the industry do they respect and why?
 - They respect gardeners on youtube that they sometimes watch
- What character traits do they value in themselves and others?
 - Kindness, Respect, Friendliness, Funny, Approachable - “was approachable, friendly, and professional throughout the design process.", “such a professional and joy to work with."
 - Adaptability - She pivoted effortlessly when we discovered secret buried concrete (!) and bad quality soil."
- What character traits do they despise in themselves and others?
 - Argumentative, rudeness - “she was extremely rude insisting we actually live in North Hollywood because that was what her map read. She was argumentative and said she did not want to come to our house and hung up on me.”
- What trends in the market are they aware of? What do they think about these trends?
 - They are aware that mulch is becoming more popular and have seen it become more and more popular over time, especially in their neighborhoods. They think this is good for the environment.
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - Family
 - Nice looking house
 - Helping out the family with grandchildren
 - Being active in the family and sharing information with them
 - Neighborhood
 - Nice looking house
 - Helping out in the community through volunteering
 - Being kind, courteous, respectable

Basic Avatar



Beverly

45

She is a 45 year old mom of a high school senior who goes to La Canada High School. She stays at home and takes care of the kids and the house while her husband is away working all day. She enjoys talking with her son, talking with her mom friends, and watching shows on TV.

Where are they now?

Scrolling on Facebook looking at news, updates from their family and other events.

They are solution aware - (problem = too many weeds in their yard, solution = weeding)

Sophistication → Stage 5 market

Desire - 0

Certainty - 7

Trust - 0

Where do I want them to go?

I want her to click on my ad and put in her contact details to schedule an appointment for free weeding.

Desire - 5

Certainty - 7

Trust - 2

1. Reviews
2. Seeing my face
3. Video testimonial from other people

What steps do I need to take?

Attention

Introduce Solution

Introduce product (me)

Increase pain/desire

CTA
Reviews

Why should they pay attention to my ad?

It will be in their best interest due to them being able to get free weeding for their garden beds and flower beds which will make their yard look much neater.

Why should they act now?

They should act now because waiting will just prolong the time they feel pain of having a bad looking yard.

Why should they go with me over competitors?

They should get my weeding service because it's free, and we don't use chemicals that could harm their pets.

Ad:



🏠 LA County Homeowners! Struggling to keep the weeds down?

🌿 Then getting them hand pulled is your best bet!

And right now, you can get our Start of Fall Special: 1-Day Weed Removal Service—Free Of Charge!

🌸 You'll get every weed in your beds hand pulled, leaving your home looking neatly manicured!

“Awesome work. Done effectively and transformed the look of my home.” - Adrian

👉 Click the button below to make your yard weed free!

★ 5/5 Star Rating

Headline - Get Your Weeds Pulled, Free Of Charge!

CTA - Get Offer

Instant Form Copy:

Want your yard to be weed free?

Well you're only 3 clicks away!

"Lucio did a fantastic job weeding and mulching our rose garden. It has never looked this good!"

Fill out this quick form to make your yard weed free!

Phone number:

First name:

Write a hook for my ad for each one of the hooks below.

Context:

This is an ad for free weeding. We're giving free weeding to homeowners in LA County. We're hand pulling the weeds. Our promotion is called our: "Start of Fall Special: 1-Day Weed Removal Service". My name is Lucio Hightower, my companies name is Paradise Mulch.

Hooks:

1. How to____
2. Secret to ____
3. Why ____
4. What____
5. What NEVER ____
6. PLUS ____
7. ____ ...right? WRONG! ____
8. Warning: ____
9. Are you ____?.
10. Gimmick.
11. Hack
12. Sneaky
13. Direct benefit
14. Specific Question
15. If ____Then ____
16. When ____
17. Quickest
18. Easiest
19. Safest.

20. The truth about _____
21. Better Than _____
22. Single.
23. Still using _____ to get _____?
24. How I got _____ after giving up _____
25. What _____ doesn't want you to know about _____
26. POV: _____
27. Hot take: _____
28. To everyone asking about my _____: _____
29. I tried _____ just to prove everyone wrong. Here's what happened instead: _____
30. I fell for _____ just like everyone else, Here's what to do instead
31. I wish i knew _____ before trying _____
32. Im officially done with _____
33. Absolute best _____ for _____
34. Lose _____ forever
35. Why you aren't _____ the way you want
36. _____ vs _____
37. Is _____ actually good for _____?
38. How to get so _____ that _____
39. Get _____ in the _____ revolution
40. Watch this if you're tired of _____
41. _____ mins of brutally honest _____ advice
42. How to get more _____ than 99% of _____
43. How to _____ if you only have _____
44. "I'm _____ what should I do?"
45. I did _____, _____ times just to show it's not luck
46. Why _____ actually makes you _____ and what to do instead
47. Watch this to get your first _____
48. The anti- _____
49. It isn't fun but it gives me _____ without fail
50. How _____ saved my life
51. _____ made me quit _____ forever
52. Should you _____?
53. Do you need _____?
54. Most common question I get about _____
55. Stop trusting _____
56. The _____ lesson I paid _____ to learn
57. Unlike most _____ I don't _____ Here's why
58. My best _____ hack
59. Is _____ the answer to _____?
60. Steal this magic _____
61. The _____ test. Find out what _____
62. The real reason you _____
63. What is _____ really?

64. Stop _____ start _____
65. The hidden relationship between _____ and _____
66. How i turned _____ into _____
67. People think I _____ for _____ but really it's for _____
68. When you realize _____ can _____
69. _____ fixed the problem with _____
70. The _____ have been waiting for
71. Things i do as a _____ to ensure _____
72. The _____ that's impossible to _____
73. When _____ tell me _____ i know they don't _____
74. Anybody else have _____ problem with _____?
75. Why I _____ instead of _____
76. This is your sign to _____,
77. _____ ways to level up your _____] game
78. Comment _____ if you want _____ for yourself!
79. Want to know something crazy about _____?
80. Are you struggling with _____?
81. _____ [number] hacks to supercharge your _____ [specific area] game!
82. Need a _____ boost? Here's a quick dose of _____].
83. Having trouble with _____? _____ is your one-stop solution!
84. If I had to start _____ all over again, my first step would be _____.
85. Does this sound like you? _____
86. What happened when I _____.
87. Can I share a secret? The best _____ strategy is _____.
88. Ever wonder how to improve your _____?
89. Why I don't believe in _____.
90. Unpopular opinion: _____
91. Something I've learned about _____ recently.
92. Lessons I learned from overcoming blunders in _____
93. Sneak peek: _____
94. This is not a joke. _____
95. _____ things I learned this year that completely changed my perspective on _____
96. I can't believe I'm sharing this behind-the-scenes look at _____.
97. People love to ask this question: _____?
98. How to _____ in just _____ easy steps
99. I wasn't going to share _____, but I couldn't resist: _____.
100. Which side of _____ are you on? A) _____ or B) _____?
101. Tag a _____ friend who needs to see this.
102. If you have _____ as a goal, start doing _____
103. I can't believe I used to overlook _____, but now I swear by it. Here's why.
104. Struggling with your _____? You're going to want to save this.
105. What to do after _____] disrupts _____].
106. Brace yourself for a jaw-dropping transformation in my _____.
107. Did you know that _____ %] of people struggle with _____]?

108. Which _____ resonates with you? A) _____ or B) _____?
109. _____ steps to _____ that _____.
110. Breaking news: _____
111. I'll tell you a secret no one has ever told you about _____
112. This is what I love about _____
113. If you're a fan of _____, get ready to elevate your game with _____!
114. Today's mantra: _____
115. Hey fellow _____ I see you hustling. Here's a little _____.
116. The secret to mastering _____ is surprisingly _____.
117. Ever ask yourself, _____?
118. Did you know that _____ % of _____ believe in _____?
119. How to make the most of your _____ in just _____
120. _____ [specific group], stop _____ immediately. Here's why.
121. I want to be extremely honest with you about _____.
122. We just experimented with _____, and _____
123. _____ really doesn't have to be complicated. Simplify your _____
124. Tips for _____ to achieve _____ with minimal stress!
125. Fun fact: Did you know _____
126. If I had to start all over again in _____, here's what I would focus on.
127. You need these _____ resources to get _____
128. I've always been _____, but _____
129. See what happened when I decided to _____ for a month straight.
130. The most valuable lesson life taught me and how it can transform your _____.
131. Let's figure out why _____ persists and how to _____
132. Calling all _____ Resist the urge to _____. Here's why.
133. You'll never believe this transformation in _____
134. Did you know that _____ % of people find success by _____?
135. Behind-the-scenes look at _____
136. _____ things I learned about _____ this year that changed my game.
137. How I _____ in just _____!
138. I was on the fence about sharing these _____ secrets, but you deserve to know.
139. _____, don't limit yourself to _____. Here's why.
140. Let's talk about overcoming mistakes I made when _____
141. I don't know who needs to hear this, but _____
142. _____] weird ways to _____
143. I have a confession to make about _____
144. _____ steps to master _____ that will _____.
145. Steal my _____ and _____!
146. Can you believe I used to steer clear of _____? Now, it's a game-changer. Here's why.
147. The craziest thing just happened, and it involves _____.
148. Pro tips for _____ to achieve _____ without breaking a sweat!
149. Why I'm not buying into the _____.
150. If you want to _____, start doing _____ today! Your future self will thank you.

151. Did you know that _____ ?
152. The best _____ advice I ever received was _____.
153. I've been keeping this under wraps, but it's time to spill: _____
154. We just tried _____, and you won't believe the results!
155. How I achieved _____ in just _____
156. What to do after _____ to ensure continued success in _____
157. What I wish I had done differently when _____
158. Check out what happened when I tried _____ for a week straight!
159. Raise your hand if you've ever felt like _____
160. Ever ask yourself, how can I improve my _____?
161. _____ really doesn't have to be complicated.
162. Wondering what happened when I committed to _____ for _____]?
163. How _____ get _____ for themselves
164. My _____ was a _____ and here are his biggest hacks for _____
165. The new _____ sweeping the _____
166. Steal _____'s method for _____
167. I only got _____ once i stopped overlooking _____
168. What I tell people after they ask _____
169. What my _____ tells people after they ask _____
170. Why I'm not embarrassed to share _____
171. I used to be afraid of _____ but now I _____
172. Why doesn't anyone know about _____?
173. Why don't more people who want _____ simply _____?
174. Most _____ don't know about _____
175. Everyone is telling you to _____ so you can _____ but they never show you how . Until now
176. Why is nobody talking about how _____
177. _____ things every _____ needs to hear
178. As a _____ i tried _____ but _____. Here's what I ended up using instead
179. What doing _____ did to my _____
180. What all _____ want to say about _____ that most will never know
181. My _____ advice is simple: _____
182. You're never gonna guess _____
183. You're never gonna guess what the biggest predictor of _____ is
184. Why the cliché saying _____ is actually RIGHT/WRONG
185. Don't tell me your still doing _____