

Company: Regina Numismatics

Exercise link (push-ups): <https://rumble.com/v53f9zr-100-pushups.html>

**Purchase, sale, and consignment of antique coins, gold
and silver coins, and collectible banknotes**

The actual copy: The copy of their webpage

Winner's Writing Process

Website link: <https://www.perezalexander.com/>

What specific business objective am I seeking to accomplish with this project? Why is it important?

The Business Objective: People are interested in buying or selling collectible coins and search online to find a place. The goal is to stand out sufficiently among other search results on Google, make a compelling call to action, and convince the person to choose to buy and sell with us instead of another company.

Importance: We need to stand out from the others because otherwise, we'll be seen as just another option, and they won't choose to transact with us.

I'm helping this business with its SEO funnel

What part of the online presence/funnel is needed to achieve this objective?

This copy is designed for high-intent customers specifically searching where to buy or sell their collectible coins, thus focusing on an SEO funnel. Specifically, I'm focusing on the image and description that appear in the search engine when looking for a buyer or seller of coins, and on creating a professional website that convinces the user to transact with us.

Who am I writing to? Who is my avatar?

Target Audience: Middle-aged men between 25 and 46 years old

These people are actively trying to either buy or sell an antique coin. Most are already collecting coins. This is meant for High-Intent customers

Location: Mexican Republic

Profile:

- Financial Capability: They live a comfortable life with some disposable income that can be spent on hobbies or investments.
- Bored of the ordinary: Looking for something different in their lives. A historical coin or banknote provides them with a unique item that can satisfy this desire.
- Social Approval: They believe that owning a rare coin or banknote can be something to show off to their friends. Not a common thing to buy, so it's a conversation starter



Where are they now? What are they thinking/feeling? Where are they inside my funnel? etc

They are in Mexico. They might have an antique coin that they are looking to sell or are interested in buying one. They opened google and searched for “sell coins”, and many different results appeared.

Current levels:

- Pain/Desire: 8/10 they want to sell or buy their coins, not in an urgency mode, but they do want to do it now.
- Belief in the idea: 6/10 they know that they can sell their coin in different places, but don't know if they will get the right price for what they offer
- Trust: 2/10 different places to buy/sell coins, they don't know about us and haven't heard of us
- Awareness: 4. They are aware of what the whole process is as they are likely to also sell or constantly buy coins.
- Sophistication: stage 4. They've seen the claims of different dealers in Mexico, and something new is needed to impress them.

Current State:

- Wants to sell their coin
- They want money
- Fair customer treatment so they know how much their coin is worth

Dream State:

- Wants to sell their coin for a fair price
- Wants to buy their coin for a fair price
- I Want to receive a coin with aesthetic appeal.
- They want to get rid of some coins that they are not using, not showing to anyone, and are just guardas en un cajón, quieren obtener dinero por ellas

Roadblock:

The avatar faces significant trust issues and uncertainty about where to safely sell or buy coins. They are unsure if they will get a fair price.

Solution:

establish trust and credibility with the avatar by addressing their doubts and providing assurances that Regina Numismática is a trustworthy and knowledgeable partner for buying and selling collectible coins.

Product:

Regina Numismatics is a coin dealer shop which has coins from different certification companies, coins are certified, and customers are happy with the customer service

What actions do I want them to take at the end of my copy? Where do I want them to go?

- 1) Stop viewing other companies
- 2) Click on our website
- 3) Engage on a conversation to:
 - a) Schedule a visit to our store to sell the coin
 - b) See the catalog of coins and buy one.

What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- Stop viewing other companies and see our site:
 - Have a clean and professional image that is different from the rest (capture attention)
 - See that the company has a lot of positive reviews (Increase trust in company)
 - Here is an opportunity to get something for me. Here I can sell
- Click on our website:
 - They've already been interested enough to click on the google site, to get them to our website we must have good photos that indicate professionalism, the top reviews must be good, and show that they got a fair price,
- Engage on a conversation to buy or sell a coin:
 - The website must have an SSL certificate
 - The website should look professional
 - It should not tell the viewer exactly the price he would get
 - Should increase the trust in company by:
 - Perhaps showing testimonials of satisfied clientes
 - Show companies that we have coins certificated on
 - Should increase desire:
 - Showcase some beautiful featured coins (use language to showcase as low as to show it is accessible)
 - We should showcase that we care about the costumer service and that it will receive support if needed and he can ask questions, and we will help him through the process via and solve questions via communication on facebook

Personal Analysis:

I don't think that the copy is good. First when I described the services I didn't really know how to play with the pains and desires to increase the desire for the person to take action. At the end, I ended up analyzing a top competitor and I described the services similar to how it described one of the services, which was to sell coins.

Weaknesses

My copy is very concise... I believe it would be beneficial to add more content, especially in the 'Why us?' section. Currently, the website's copy is just adequate, but it doesn't effectively engage the viewer beyond redirecting them to the company's Facebook page to initiate conversation. Also, it doesn't engage a lot with the viewer, and the Call to action needs improvement.

Future Hypothesis on how to improve:

Currently the funnel tries to do this:

Google search "Buy coins Hidalgo city"

Click on Regina Numismatics

Read content

Click on CTA to go to facebook and talk directly with the owner to sell/buy coins.

Despite the website helping to add a bit more 'formality' and 'credibility' to the company, it's not really serving a very useful purpose beyond displaying information. Initially, I had considered incorporating an e-commerce platform to facilitate online coin sales, especially since they are shipped nationwide. However, I quickly realized that managing inventory records would be quite challenging, and it's not aligned with their current business goals. I believe I should discuss with the business owner to explore other potential achievements, gather additional data or reviews to strengthen our 'Why us?' section, and obtain testimonials that are more comprehensive and cover broader aspects of the business. Honestly, I'm dissatisfied with leaving the copy as it stands. I've spent a lot of time contemplating how to improve it without taking action. Therefore, I believe it's better to seek feedback, assessing what aspects worked well and what needs improvement, so I can move past this mental block and start making tangible progress.

In attempting to create the copy, I modeled it after top companies, but they sell a broader range of items like gold bars, watches, and antiques, and all operate e-commerce stores. They leverage news and investment events for low-intent customers on social media and blog about financial situations. They also use landing pages in their high-intent SEO funnels, which the smaller company I'm working with currently lacks. They wanted me to focus on the website first, with potential for a landing page or ads later. My attempt to emulate the large companies' strategies didn't align well due to the smaller company's different focus, so I could only partly incorporate their service approach.

Have I tested my copy? Has it work?

I haven't tested my copy

Value equation:

The dream outcome is for customers to sell or buy coins at a fair price. For sellers, we streamline the process through consignments, reducing their effort while ensuring they still get paid. Additionally, numerous testimonials enhance the perceived likelihood of success.

Draft

Google Information

1) SEO Title

Regina Numismática - Coin Dealer in Ciudad Hidalgo

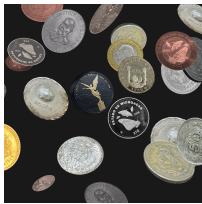
[Here I tried to make a short title that would have the name of the company, what they do, and where]

2) SEO Description

Regina Numismática specializes in buying and selling antique gold and silver coins. Visit us at our branch in Ciudad Hidalgo.

[Here I tried to write a short description that included key words related to the business: coins, hidalgo city]

3) SEO Picture



Webpage

1) Services

Buying Coins

Purchase coins and special banknotes in Ciudad Hidalgo. Whether you're a collector looking to expand your collection or someone interested in exploring new options, we are the best choice for you.

Selling Coins

Looking for a reliable local place to sell your collectible coins? At Regina Numismática, we specialize in ensuring you receive the fairest appraisal and the best payment for your precious coins or special banknotes.

Coin Consignment

Considering other options to sell your coin? We offer our consignment service, where we take care of the entire sale process. We assess, showcase, and sell your coin, leveraging our expertise to minimize

risks and reach a wider audience. Once sold, we deliver the proceeds to you, deducting an agreed commission.

[Here I tried to explain a little bit what consignments are, so the reader would understand the process]

Certifications We provide quality, certified coins from various companies.

[Here it shows some images to show that the coins are certified]

Servicios



Compra de monedas

Compra monedas y billetes especiales en Ciudad Hidalgo. Ya seas un coleccionista buscando ampliar tu colección o alguien interesado en explorar nuevas opciones, somos la mejor opción para ti.

[Solicitar información](#)

Venta de monedas

¿Buscas un lugar confiable y local para vender tus monedas de colección? En Regina Numismática, nos especializamos en garantizar que obtenga la valoración más justa y el mejor pago por tus preciadas monedas o billetes especiales.

[Solicitar información](#)



Consignación de monedas

¿Considerando otras opciones para vender tu moneda? Te ofrecemos nuestro servicio de consignación, donde nos encargamos completamente de la venta. Nosotros valoramos, exhibimos y vendemos tu moneda, aprovechando nuestra experiencia para que reduzcas riesgos y alcances a un mayor público. Una vez vendida, te entregamos el dinero obtenido, descontando una comisión acordada.

[Solicitar información](#)



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[Solicitar información](#)

Certificaciones

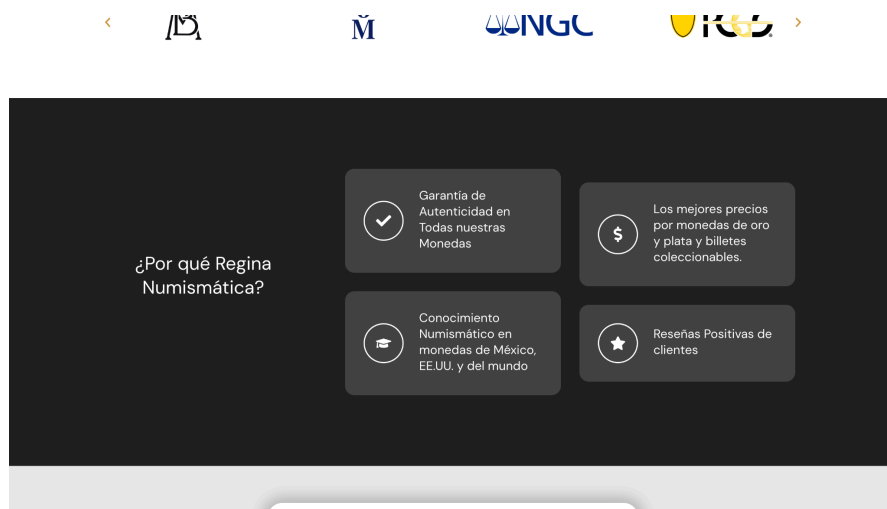
Entregamos monedas de calidad y certificadas en diferentes empresas



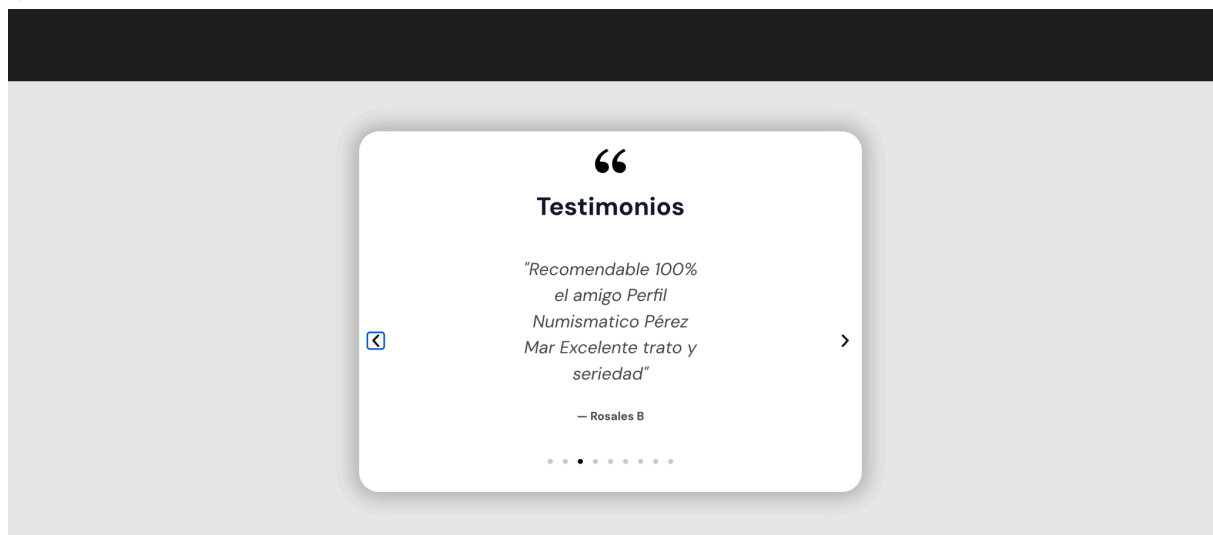
2) Why Regina Numismatics

- Authenticity Guarantee on All Our Coins
- The best prices for gold and silver coins and collectible banknotes.
- Numismatic expertise in coins from Mexico, the USA, and around the world.

- Positive customer reviews



3) Testimonials



Sobre nosotros

Regina Numismática

[Shows some testimonials]



4) About us

About Us Regina Numismática Welcome to Regina Numismática, founded in 2022 and located in Ciudad Hidalgo. We are your trusted destination for buying and selling collectible coins and banknotes. We specialize in providing fair and accurate appraisals, along with personalized service tailored to the needs of each collector.

In addition to our local operations, we actively participate in coin conventions both nationally and internationally. Our team ensures meticulous attention to each piece, whether you're expanding your collection or selling numismatic items.

Sobre nosotros

Regina Numismática

Bienvenido a Regina Numismática, fundada en 2022 y ubicada en Ciudad Hidalgo. Somos tu destino confiable para la compra y venta de monedas y billetes de colección. Nos especializamos en ofrecer valoraciones justas y precisas, así como un servicio personalizado adaptado a las necesidades de cada coleccionista.

Además de nuestras operaciones locales, participamos activamente en convenciones de monedas tanto nacionales como en el extranjero. Nuestro equipo garantiza atención a cada pieza, ya sea que estés expandiendo tu colección o vendiendo piezas numismáticas.

Solicitar información



Contact information:[contact information]

Contáctanos

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