

Ntababuilds & Work Copy

Type and Platform: Ad, Facebook and Instagram

Objectives:

- Get the reader to heed the CTA after reading the copy and the value drivers that are within the copy.
- Get the reader to explore the business' social media page depending on whether they've read it on Facebook or Instagram.
- The CTA will include a mention of how to contact the business to book a service, and that is the goal of this copy.

Has this copy been tested?:

No, this copy has not been tested yet since it is the first one being made for a new client.

The 4 Questions:

1. Who am I speaking to?

I am speaking to a 32 year old man. This man is a high school teacher at a school located within the area he currently resides in.

Since he is a teacher at a public school, his pay is generally less but it gives him a modest living.

He has a wife, and 2 children. Every morning he drops off his wife at work, and his children at school, and picks all of them up in the afternoon when they are outside of their respective places of activity.

Now, he does this knowing that his car has a problem and it wouldn't be the first time it fails him.

His car is a 2005 Honda Ballade, which he bought second-hand at a nearby car dealership - this is the car he could afford due to his salary not being so great.

He has sent his car through to various mechanics so that it could get fixed but some have half-jobbed their work on it, and some simply couldn't figure out what the problem is.

Recently, not so long after receiving his car from Slovo the mechanic, he noticed that his breaks have stopped working, and this is stressing him out because not only is it harder to stop the car from moving fast etc, but it is also

dangerous to ride this vessel, especially when he considers the morning and afternoon rush-hour traffic.

He is in desperate need of a mechanic that is dedicated to his craft, prides himself on his work, and makes sure that his clients' vehicles perform well for a very long time.

2. Where are they now?

Right now he is currently doing research on mechanics over the web, and is asking his mates if they know of a mechanic who has the qualities that he's looking for.

3. What actions do I want them to take at the end of my copy?

I want him to explore the mechanic's social media page to see the work he has done, and the reviews/testimonials he has received over the years. I also want him to heed the CTA within the copy so that can be able to communicate with the mechanic, and book a service with him.

4. What must they experience inside of my copy to go from where they are now to taking the action I want to take?

I want him to experience a feeling of relief that his problem now has a full chance of going away. He must feel that his pains will go away once he actually gets to explore what the mechanic has to offer.

What is my avatar thinking?:

He is thinking about the state of his car, and where he can find someone that will fix it up properly. He is also thinking about how badly his, and his family's daily life will be affected if the car were to completely give up.

Where is my avatar in the funnel?:

Right now he is on Facebook, looking at pages of different mechanics. That is happening until he comes across Ntababuilds & Work's page, and he starts reading the copy.

Where is my avatar emotionally and physically?:

Emotionally, he is frustrated and angry, because his car is not in the state that he desires it to be in. It's stressing him out because he doesn't know what he will do if it were to fail. Physically, he is currently at his home, and the stress about his car is giving him constant headaches.

My avatar's roadblock and the solution to his roadblock:

- His roadblock is that he has a faulty vehicle and he is having a hard time finding an excellent mechanic.

- His car, currently, is a danger to move around in but he has no other choice but to use it, and ease it into arriving safely at any destination.
- All the mechanics he has gone to so far are subpar. They either half-job his car or neglect their work, therefore giving him back a car that has close to nothing done on it.

The solution to his roadblock is the service offered by Ntababuilds & Work. He will find out that the work done by the business is meticulous, and is handled by people who are very dedicated to their craft and clients. The mechanics within the business can fix his brake problems, and any other problems the car has, provided he lets them know in detail. He will also find out that prices on a service are negotiable, which works as an advantage for him considering the state of his income.

The Value Ladder:

Currently, the value ladder for this copy will begin at the social media ad post, followed by CTA to click the link on the page's bio, and then that will lead to the business' WhatsApp profile where the reader can book their service.

The Value Equation Element:

$$Value = \frac{Dream\ outcome \times Perceived\ likelihood\ of\ success}{Effort\ and\ sacrifice \times Time\ Delay}$$

Therefore:

$$Value = \frac{Getting\ his\ car\ fixed\ and\ experiencing\ no\ problems\ after \times High\ likelihood\ of\ success\ as\ shown\ by\ the\ business'\ reviews}{Driving\ to\ the\ mechanic's\ location\ and\ leaving\ his\ vehicle\ there \times Time\ spent\ servicing\ his\ car\ which\ could\ be\ days}$$

The Dream Outcome:

My avatar's dream outcome is to have his car fixed, and experience little to no problems with it after the job is done. He does not want to travel to different mechanics any longer as that is time-consuming and cash-consuming for a person of his status.

Awareness and Sophistication:

My avatar's awareness about his problem is high, and that's why he is seeking solutions to his problem. The sophistication of the market is a big one, because a lot of people get their cars fixed at a mechanic. The competition within this sector of business is high.

The Mechanism:

Social media is the starting mechanism here. The link leading to the WhatsApp business profile will be the final mechanism.

The Product (Service):

This business is a mechanic workshop, so it is selling a service to fix any kind of road vehicle. The copy is focused on advertising that the business is offering this

kind of service to readers who need it, or are aware that their car is troubling at times and want it fixed.

The Funnel:

The funnel is currently as follows:

1. The reader will see the ad post on Facebook or Instagram. He will then read the copy and click on the CTA to be directed to the next step.
2. Once the CTA is clicked, it will direct the reader to the Business' WhatsApp profile where he can then start chatting to the Business.
3. Finally, he can book a service and provide all the necessary details to ensure that booking a service is a smooth process.

The Copy:

If your car is running like it's about to die on you at any second, then this post knows just the right mechanic who will get it running like a well-oiled machine again.

Ah, you're asking yourself, "Who is this mechanic?"

"Why is he assuring me heaven and earth with my car?"

Before we answer your questions, the mechanic's toolbox has a gift for you.

Get a free bottle of wine, and a complementary 5 litre bottle of oil when you book a major service with him.

Oh, and his prices are negotiable too.

Find out who the mechanic is by ***tapping the link in the bio.***

Your car will be in good hands.

Personal Analysis:

What I can say is a weakness within this copy is that the fascination line is not the best at grabbing attention. Another weakness is that there is no amplification of pain within the copy. Lastly, I think it will serve the copy well to mention the name of the business so that the reader knows who is offering the service. To improve this, I will have to create more fascinations for this copy to find the best one. I also have to find a way to incorporate my avatar's pains in this copy if it will allow it the ability to be more convincing to the reader, and I will find a way to smoothly incorporate the Business's name into the copy if need be.