I wrote a sales page for a mobile detailing company. They are the only detailing agency in the city. They have 2 packages and one additional subscription. Most of the clients they have come from being referred to and very little by the internet. I did not test the copy.

4 questions:

1. Who am I talking to?

I am talking to car owners who want to get their car detailed but don't have the time to sit around for a day without a car. They might also think that a full detail is expensive and they might not have the budget.

2. Where are they now?

They wanted a detail in the past but they don't super want it now because they think there is no way around the classic detailing centers. They have never heard of my client and have never benefited from a mobile detailing service. They think the idea might not work because my client comes to them and they might think the quality of the detail is going to suffer because of this.

The target market is currently in stage 5 sophistication (they're tired of classic detailing services because they're time-consuming, takes a lot of hassle, expensive) My client offers a better experience than all the other detailers.

They are problem-aware but solution-unaware. They have never heard of mobile detailing or if they have they did not understand what it means.

This is the sales page and they got here either through cold search traffic, from the website home page, or from a Facebook AD that I will be doing for my client.

They also think there is no way around their problem and they should get their hopes up/get really curious about what this service is

3. Where do I want them to go?

I want them to go take a look at the packages and call or text my client, they need to super want the detail and they have to get really certain that the idea will work + trust my client and make sure they are dealing with professionals.

4. What are the steps to get them where I want?

They need to have a reason to buy a detailing package - status in the tribe and destroying the health threat they might be facing. I need to amplify their frustration of not having the desired clean state their car should be in.

They need to see that this has worked before and make sure from the beginning that this is not expensive or takes a lot of time or effort from them + the quality has to be as good as a detailing center or better (I did this by saying that my client uses exclusive equipment that is not found in our country)

They need to feel FOMO and urgency and take action then and there.

Roadblock:

They don't have time to leave their car at a detailing center because they are busy. They might have a low budget or they just think the other service is too expensive.

The value ladder

My client has 3 packages: only interior cleaning(low ticket), interior and exterior(high ticket) and an additional subscription which consists in them coming twice a month at you and maintaining the work they did before (upsell). I am doing my best to get them to purchase the high ticket and then upsell them on the subscription.

Dream state

Their dream outcome is to get their car detailed while they relax or carry on with their day. They want to pay less and have the job done faster. They don't want to lift a finger and just get their car clean and as new as the day it was bought.

Personal analysis:

I think that my headline is not as mind-breaking as it should be to make them want to read the entire copy. I have tried to come up with a better headline, listed fascination variations but I stuck with this one because I thought it would be the best. I will test how it goes and adapt after. Also, I think that the reader might get bored along the way because there is no visual stimuli to get them to read along. I think I can solve this by making headlines for the paragraphs.

I attached the translated version and a picture of the original page in the website and how it would look.

The copy:

You get the same results as at a classic detailing center in MAXIMUM 3 hours

PLUS at half the classic price for detailing and WE COME TO YOU!

You want a premium detailing service to feel good in your car, but you find the services they all offer expensive. Or if not that, maybe it's the fact that you're without a car for a day that's a big no-no.

What if someone came to your house and gave you all the benefits of a detailing center at less than half their prices, in a time that doesn't even compare to a day's waiting while you can watching a movie, spending time with kids or whatever.

EVERYTHING at the same or even better quality (because our equipment is not found in Romania and has a higher quality). Over 5 years of experience and reviews don't lie.

I want this (button)

< Testimonial card> < Testimonial card> < Testimonial card>

Reference pic:



The only problem you've had so far that has stopped you from seeing the true value of your car is lack of time. **Now there is no excuse.**

Meta Clean solved the problem AND also offers a much lower price + comfort assured. Your car is worth more and you know it.

All the dust and dirt accumulated over the years spoil the luster of your car and its value. The dirty interior creates an odor and appearance that repels any passenger. Trust me, **it's a lot worse than you think.**

<Picture of a dirty car>

The dream can be yours.

Imagine: Every road you have will be unique and perfect. The banquette will always be smooth and flawless, like new, and impressive. The steering wheel is always smooth and perfect to the touch. The smell of a new car every time and the feeling of cleanliness every time you drive. Glossy paint, more perfect than the day you bought it. **Everyone would follow you when you cross the street, you would feel like a different person.**

Who wouldn't want that? Maybe only people who don't care how they look in public..

I want this (button)

<Picture of the same car but clean>

Our detailing packages are designed to address all your needs. We don't offer 100,000 options so you can choose as easily as possible. In the end, you don't need more or less because it would simply be useless and if you want more you have our bonuses.

Take a look!

< Testimonial card> < Testimonial card> < Testimonial card>

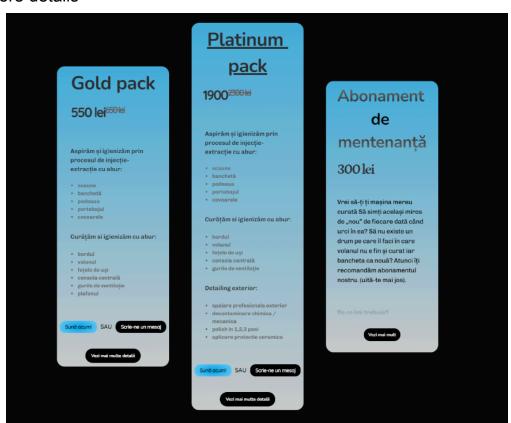
Reference pic:



Car detailing packages interior | exterior

Unfortunately we are only human and cannot take many orders in a day. Don't miss your chance!

There is the price and a short description of what they get+ CTA to call, text or view more details



You have the ticket to a change for the better. Imagine how that would feel. Imagine the feeling, the smell, the admiration...

Until now you had the excuse of money, the excuse of time. Now you have the perfect solution and you are left with 2 options: You can stay in the same situation as now, just another car in traffic, always be judged by those who get into your car, stay with germs next to you and maybe wake up that you are not feeling well and need to go to the doctor.. or you can call/ make the appointment with the form and make the change you need.

<Testimonial dump>

<Another CTA>