

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Concrete Pumping

Business Objective: To earn new customers, attract customers from competitors, grow social media following.

Funnel:

- Social Media > Website > CTA
- Paid Promo (SM) > Website > CTA
- Email > Landing page > Free Value > CTA

WINNER'S WRITING PROCESS

1. Who am I talking to? Young to middle aged men, who own/operate concrete business, usually with decent income and willing to pay for pump svc. In the northern california area.

2. Where are they now?

- A) Afraid of trying new company lacking online presence and showing customer approved
- B) Frustrated with current pump svc. For underperformance/late/faulty equipment, etc.
- C) Embarrassed about shotty work due to pump svc., as a result of this the customer loses credibility among the community.
- D) Providing outstanding pump svc. On time every time will allow customer to perform great work.
- E) The main thing keeping the customer from achieving success with cougar is not being familiar with and trusting cougar for their pumping needs.

3. What do I want them to do? To trust and rely solely on cougar to deliver and overperform tasks daily ultimately allowing them to complete projects for homeowners and gain credibility.
4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting? Cougar needs to be at the top of the search list for the entire northern california region. Clear demonstration on the crew at work effortlessly completing tasks. Testimonials from previous customers.
5. CTA calling and booking pumping svc.

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