

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS + Market Research


Business Type: Local cleaning company

Business Objective: Get 100 followers before
October 11

Funnel: Organic Facebook posts

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? 30-55
- Occupation? Mostly busy professionals, some small business owners, and a few retirees (60+ here in Norway)
- Income level? Medium to high-income
- Geographic location? Stavanger

I am imagining how Sofie feels based on the questions below (my avatar). That's why I write everything below with "she". 

Painful Current State

- What are they afraid of? She is afraid that her house is going to be so dirty since she doesn't have time to clean it

- What are they angry about? Who are they angry at? She is angry that she never gets time to clean the whole house since she works almost all the time, and on top of that she has a family (child, husband) she has to pay attention to and take care of. She is angry with herself, but also with her husband since he doesn't help much at home either.
- What are their top daily frustrations? Her top daily frustrations are going to work, driving the kids to daycare (when the husband is in the North Sea), cooking for the kids, and arguing with her husband (happens often)
- What are they embarrassed about? She is embarrassed that she is not allowed to clean her whole house properly
- 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? She gets frustrated when she thinks about how dirty her whole house is. Her family and friends think she is irresponsible and focuses too much on work.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? She had said that she just wants to get the whole damn house properly cleaned so that she can have peace and stop being bothered by it
- What is keeping them from solving their problems now? Time and costs

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? It would have looked like a perfectly organized and clean house and that would've given her peace
- Who do they want to impress? She wants to impress her family and friends
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? She had been so proud of herself. Deep down, she really just wants to prove to her group of friends that she still manages to keep a tidy and clean house even though she is a busy career woman
- If they were to describe their dreams and desires to a friend over dinner, what would they say? She had said that it would be wonderful if she finally got her whole house properly cleaned

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? She currently believes that it takes too long to clean her house or that it costs too much to have someone (professional) clean it
- Who do they blame for their current problems and frustrations? She blames it on

herself since she works too much and on her husband since she thinks he doesn't do a lot of helping in the house when he's at home

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? She has tried to clean her whole house herself before, but it took so long and the house didn't get that clean anyway. She thinks that it was not clean enough as she is not good enough at cleaning.
- How do they evaluate and decide if a solution is going to work or not? She evaluates whether a solution should work or not based on word of mouth from people she knows and from good reviews online.
- What figures or brands in the industry do they respect and why? She respects large well-known cleaning companies with many good reviews since they have good social proof
- What character traits do they value in themselves and others? She appreciates honesty, grit, trust, and dignity
- What character traits do they despise in themselves and others? She hates liars, lazy workers, and sketchy workers (scammers!)
- What trends in the market are they aware of? What do they think about these trends? She is aware of cleaning companies but thinks they are too expensive and cleaning ladies but does not trust them enough
- What “tribes are they a part of? How do they signal and gain status in those tribes?
Job (Pareto) - gets more status when she works well and meets the deadlines
Family - gets more status when she finishes all her housework and gives enough time to her husband and children
Friends group - gets status when she is doing well at work and at home and when she buys new expensive clothes and bags, looks good, and when she goes on expensive holidays

Basic Avatar



Name: Sofie

Background Details

- A 40-year-old lady from Stavanger who works as an accountant at Pareto Stavanger.

Day in the life:

- She does office work almost all the time (both at work and at home on the PC since she wants to get a promotion)
- She has 2 children
- She has a husband with whom she often quarrels (when he is at home)
- She lives in a big house that she never has time to wash
- She wakes up at 7 a.m. on weekdays (Monday to Friday)
- Having breakfast with her kids and her husband (when he's not at the North Sea)
- Driving their kids to school
- Drives to work afterwards
- Works until 4 p.m
- Goes home (on the days she doesn't have to go to the store to buy food)
- Work a little more at home
- Eats dinner with her kids (usually prepared food or food that is easy to make) and her husband
- Watching TV with her kids and her husband
- Sleep

WINNER'S WRITING PROCESS

1. Who am I talking to?

- a. People who want their house cleaned: busy professionals, small business owners, and retirees

2. Where are they now?

- a. They scroll on Instagram/Facebook

3. What do I want them to do?

- a. I want them to stop scrolling when they see my post

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?

- a. They need to see a post that is going to grab their attention and is relevant to their situation
- b. The creative of the post must be attractive
- c. The copy of the post must be relevant and relatable to their situation

Language: "I need someone trustworthy who will clean my home/office properly without disrupting my routine."

Current State (Physically, Mentally, and Emotionally)

Physically: Likely to be in comfortable homes or offices, managing multiple responsibilities.

Mentally: Feeling overwhelmed due to work, family obligations, or household management.

Emotionally: Frustrated or stressed about maintaining cleanliness; may feel guilty for not keeping up with home/office maintenance.

Goals:

Short-term: Find a reliable cleaning service that can start quickly.

Mid-term: Maintain a consistently clean environment without personal effort.

Long-term: Free up time for more important activities or relaxation by delegating cleaning tasks.

Current Pain, Desires, Beliefs, and Trust

Pain:

- Stress from juggling work and home/office maintenance.
- Inconsistent or unreliable cleaning services.
- Concerns about cleanliness, especially post-pandemic.
- Fear of hiring a company that may not meet expectations.

Desires:

- A trustworthy, professional service that delivers excellent, thorough cleaning.
- Reliable scheduling and minimal disruption.
- Clean, organized spaces that they don't have to think about.

Beliefs:

- Cleaning is necessary but time-consuming.
- It's hard to find a service that consistently meets expectations.

Trust: Trust is low until proven; they need reassurance through testimonials, reviews, or recommendations.

Dream State of the Avatar

- Living in a consistently clean and organized space without effort.
- Reliable cleaning service that they trust and don't need to micromanage.
- A sense of peace, knowing they don't have to worry about the cleanliness of their home or office.

Desire for a Solution and Cost Sensitivity

Desire for Solution: Strong desire for a reliable, high-quality cleaning service to reduce stress and reclaim time.

Cost Sensitivity:

- Middle-income customers are price-conscious and will evaluate based on value.
- High-income customers prioritize convenience and quality over cost.
- Cost can be a concern, but perceived value, quality, and reliability are more critical in decision-making.

Trust in Clean and Care AS and Proposed Mechanism

Trust Level: - Likely moderate trust if the business has local recognition or word-of-mouth referrals.

- New customers might hesitate without strong online reviews or testimonials.
- Clear communication about quality and reliability will build trust.

Avatar's Awareness Level

Problem-Aware: Most customers know they need help with cleaning but might not know which service to choose.

Solution-Aware: Some may be aware of cleaning services in general but unsure of the best provider.

Product-Aware: Familiar with competitors but looking for a service that stands out in reliability and customer service.

Market Sophistication Level

Market Tired of Claims (Level 4):

- Customers have likely heard many promises from cleaning companies about reliability and quality. They're skeptical and need more than just claims to be convinced.
- They may be tired of mediocre services and are looking for a company that genuinely delivers on its promises (trustworthy, thorough, timely).

Competitor Research (Local Competitors):

Renhold Stavanger AS

Specializes in both residential and commercial cleaning.

Language: Focus on "attention to detail," "eco-friendly," and "affordable solutions."

CityMaid Stavanger

Known for home cleaning with emphasis on trust and customized cleaning plans.

Language: "Tailored services for busy families."

City Cleaning

Offers both private and commercial services.

Language: Focus on professionalism and long-term customer relationships.

4 next posts

Post 1 creative

What's written on it is a client testimonial (just comment on the design if you have any)



Klient Anmeldelse



Vi har valgt å bruke Clean & Care AS, med Anna, til rengjøring av vår sekundærbolig, som også leies ut gjennom Airbnb. Vi kan med glede si at vi er svært godt fornøyde med tjenestene som leveres. Anna utfører en eksepsjonell jobb, og våre overnattingsgjester gir kontinuerlig meget gode tilbakemeldinger på renholdet. Renheten i boligen vår er alltid på topp, takket være Anna. Vi anbefaler Clean & Care på det varmeste til alle som ønsker profesjonell og pålitelig rengjøring.

Svein Ove Hareide



Copy:

Thank you for the review Svein Ove! 😊

Post 2 creative

What's written on it are "3 tips you (maybe) don't know about cleaning" (just comment on the design and the wording if you have any)



Copy:

Cleaning the vacuum cleaner's filter for better effect

- Many people do not know that the vacuum cleaner's filter should be cleaned regularly to maintain good suction. A dirty filter can make the vacuum cleaner less efficient and leave dust and dirt on the floor. By cleaning or changing the filter every 3-6 month, you can significantly improve the cleaning results.

Stain removal with baking soda and vinegar

- A simple mixture of baking soda and vinegar is a natural and effective cleaning agent for stains on carpets, textiles, and kitchen worktops. Many people think that stain removal

requires harsh chemicals, but this natural combination is both safe and highly effective in dissolving dirt and stains.

Lemon juice for shiny faucets and mirrors

- Lemon juice is a natural cleaning agent that not only removes limescale stains, but also gives shiny surfaces. Use half a lemon to rub on taps, shower heads, and mirrors to remove water marks and leave a natural shine.

Post 3 creative

What's written on it is a client testimonial (just comment on the design if you have any)



Copy:

Thanks for the review Kari! 😊

Post 4 creative

What's written on it are "3 tips you (maybe) don't know about cleaning" (just comment on the design and the wording if you have any)



Copy:

Using microfibre cloths gives better results than normal cloths

- Microfiber cloths are much more effective at catching dust and dirt than regular cloths or paper towels. Microfiber fibers have the ability to attract and retain dust particles without the need for chemical cleaners. By replacing regular cloths with microfibre you can reduce the cleaning time and get a better result.

Cleaning remote controls and door handles prevents the spread of bacteria

- Most people forget to clean items they frequently touch, such as remote controls, doorknobs, and light switches. These surfaces are magnets for bacteria and dirt. Clean them regularly with a disinfectant wipe to reduce the risk of spreading bacteria and viruses.

Steam from the shower can be used for easy cleaning of the bathroom

- After a hot shower, the bathroom is filled with steam that loosens dirt and soap deposits on tiles, mirrors, and shower doors. After the shower, take a microfiber cloth and wipe the surfaces. This makes cleaning the bathroom faster and more efficient, as you can take advantage of the steam's natural cleaning effect.