

If I was doing this for a client, I would have researched the specific home problems and desires that they're running into.

Residential Electric Company

Generate New Leads With Google Ads

Winner's Writing Process

1 . Who am I talking to?

- Homeowners in the Denver area
- Aged 30-50+
- They've own their home for some time now, and thus they know the importance if taking care of their electrical systems
- These people have had bad experiences previously with other electrical companies, but still trust the solution (level 4-5 sophistication)

2. Where are they at now? <where they are in the funnel, market awareness level, stage of sophistication, current state, dream state, all 3 levels>

● In the funnel-. Searching on Google

● Awareness-

They know their problem (electrical issues in their house)

The know the solution (electrical companies)

However they don't know the product (this particular electrical company)

● Sophisitcation-

Stage 5

The Avatar has had bad experiences with other electrical companies like: Making shady recommendations, not showing up or calling back,

● Current state-

☐ With their house

☐ What worries they have with hiring an electrical company

☒ Them being late

☒ Choosing someone who charges outrageous prices

☒ Electricians who have no idea what they're doing; amateurs; electricians who do sloppy work

☒ "adding unnecessary items to the work". AKA making shady recommendations

☒ Dream state-

☐ With their house

☒ Customers in this space judge the company based on how good their work looks

☐ What they want in an electrical company

☒ People who are on time

☒ They want a reasonable quote (potential customers don't mind paying for the higher quote)

"You can't go cheap on such a vital organ to your house"

☒ People who are communicative ("attentive to my concerns and requests")

☒ Workers who are professional

☒ They want a company with a lot of good reviews

☒ Desire-High

☒ Trust in solution-High

☒ Trust in brand-Low (The more bad experiences the customer has had with previous electrical companies, the lower this will be)

3. What do I want them to do? <list out all desired actions for the reader to take>

☒ Decide to visit our website from our Google ad

☒ Book their free estimate

4. What do they need to experience/think/feel to do that?

☒ Decide to visit our website from our Google ad

☐ Headline:

Calls out the reader's known solution

Mentions where they serve (more tailored solution)

"Colorado's Best Electricians" builds belief in the brand + addresses bad experiences with other electrical companies

☐ Body text

They mention some of the services they provide to let the reader know that this solution is for them

☒ Book their free estimate

☐ The white coloring signifies cleanliness, which is important to this audience

☐ The green coloring subtly addresses the reader's money concerns

☐ "Reliable Electricians" calls out the reader's desired solution

☐ "For the Denver..." makes the solution more tailored

☐ "We serve your area with amazing service" (addressing bad experience with other electrical companies)

☐ They mention some of the services they provide to enter the conversation the reader is currently having

☐ More services + how we're different than every other electrical company

☐ Cred-building section

☒ "We Commit to Customer Satisfaction and Quality" is exactly what the reader wants

☒ Emphasizes with the reader

☒ "save you time and money" mentions reader concerns

☒ They then use their years of experience, # of happy clients, and # of "qualified experts" to establish their credibility

☐ Mention their services to enter the conversation happening in the reader's mind

☐ "Have a Problem? We'll Fix it in No Time!" plays to the reader's desire for a quick solution/timeley electrical company

☐ More cred-building

☐ They have a guarantee to derisk the offer

☐ Testimonial dump to build credibility in the brand