

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: construction sales

Business Objective: book inspections and estimates

Funnel: via FB/Meta Ads

WINNER'S WRITING PROCESS

1. Who am I talking to? Property owners
concerned about their home or business that
feel intimidated by the insurance claim process

2. Where are they now?

A: scrolling FB

B: current levels

Pain: 4.5/10

Belief that they need guidance in the process 7/10

Trust in Roof Lux 0/10

C: Current State: stressed and intimidated

D: dream state: stress free and satisfied with there home or business fully restored at minimal cost and frustration to them.

3. What do I want them to do? Schedule a free inspection or estimate

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? The need to feel stressed or intimidated by the insurance claims process, and then need to feel as though they can find an ally in the company that is being advertised, that can help them navigate the process and come out of it with their home or business restored without being taken advantage of by their insurance company.

DRAFT



DON'T FIGHT ALONE!
against your insurance company

Call now and schedule your free damage inspection and get Roof Lux in your corner