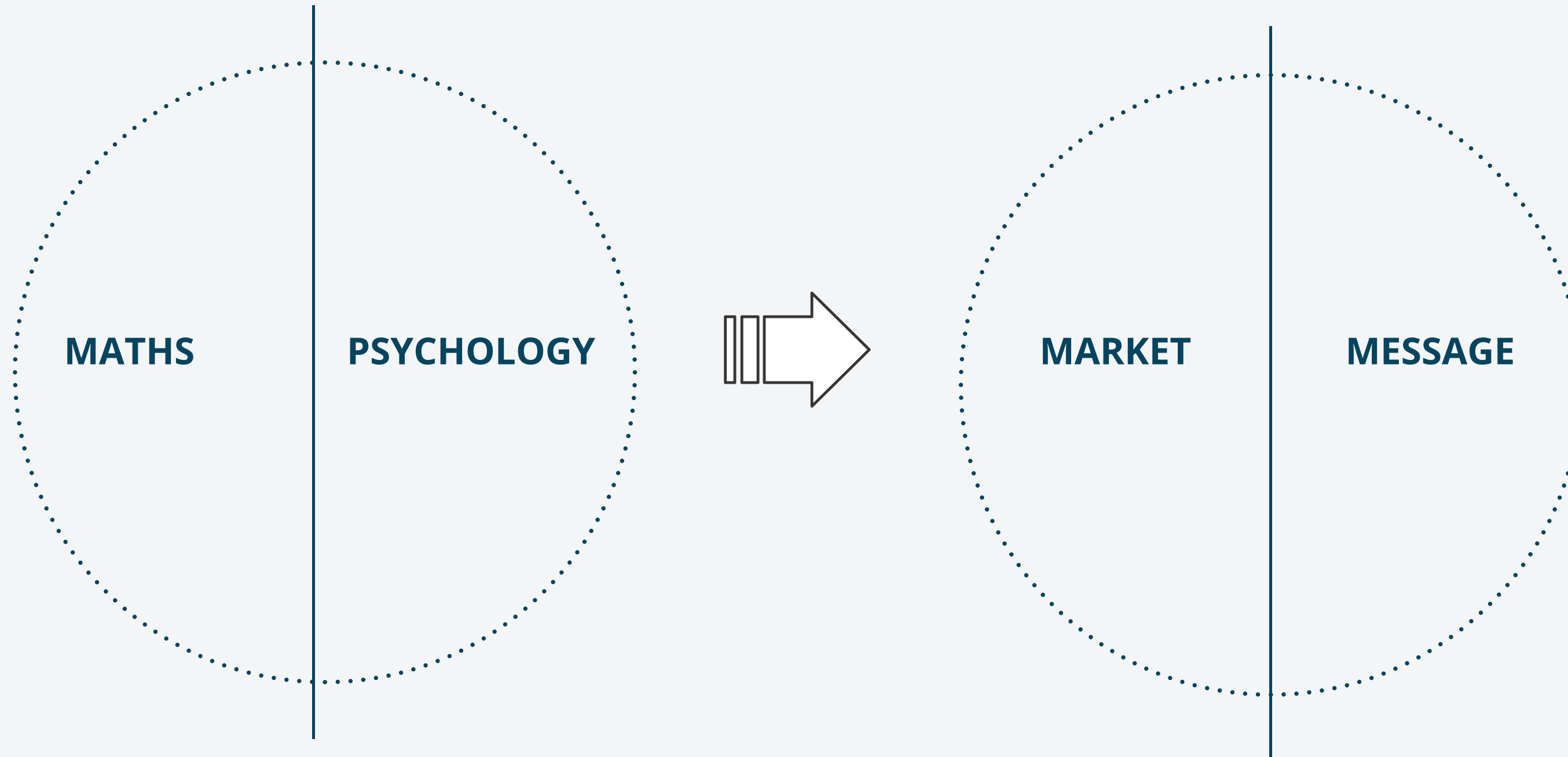
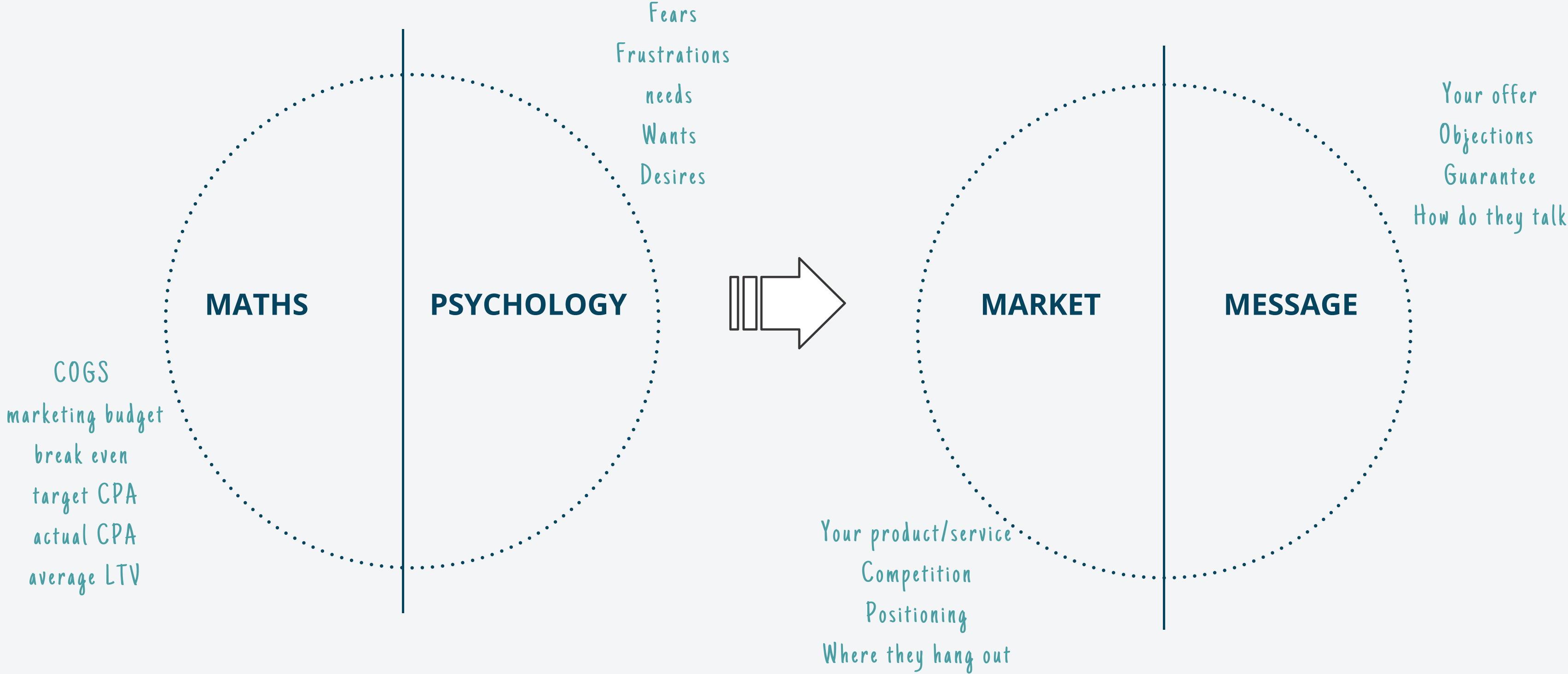


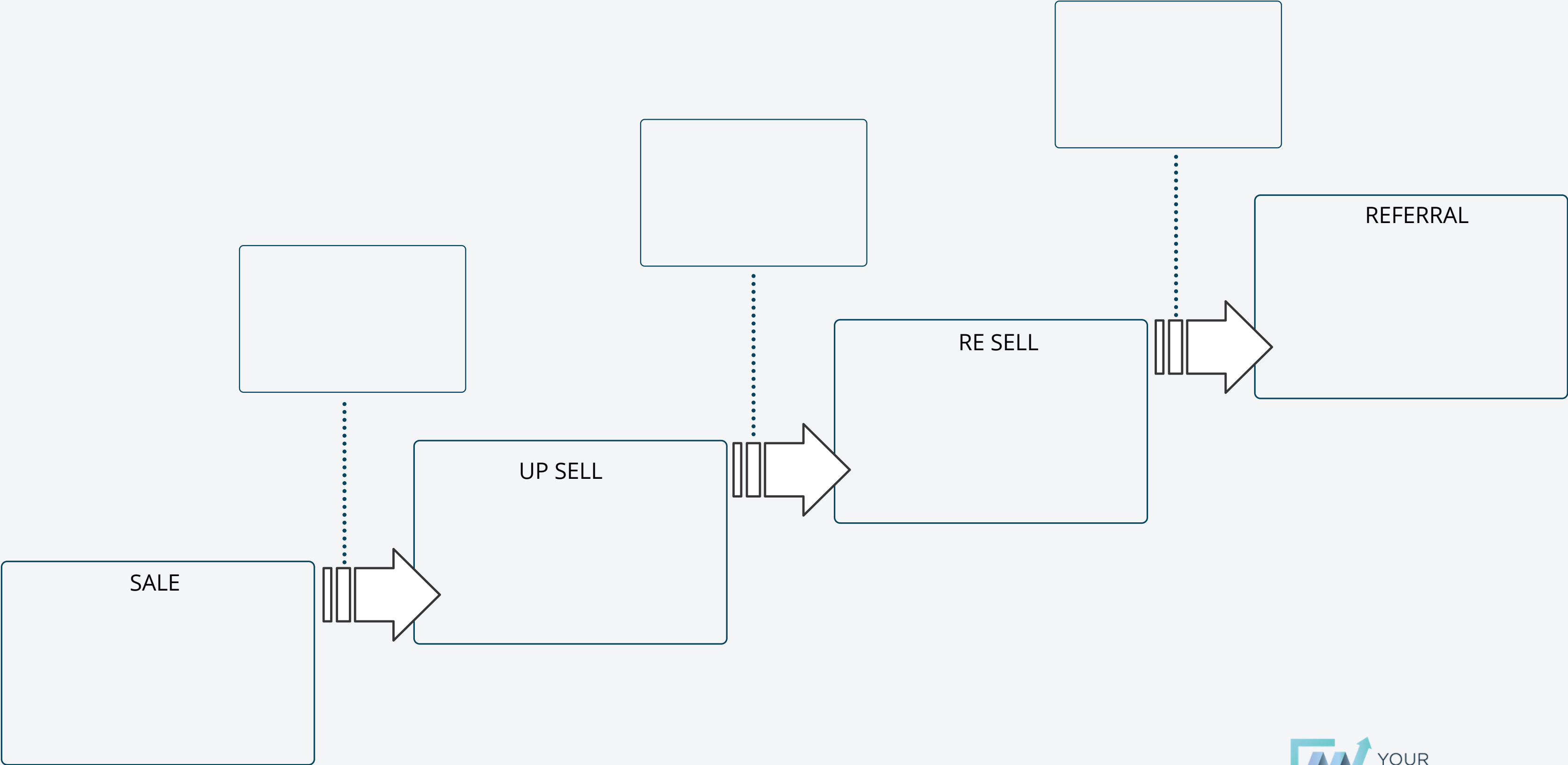
MARKETING



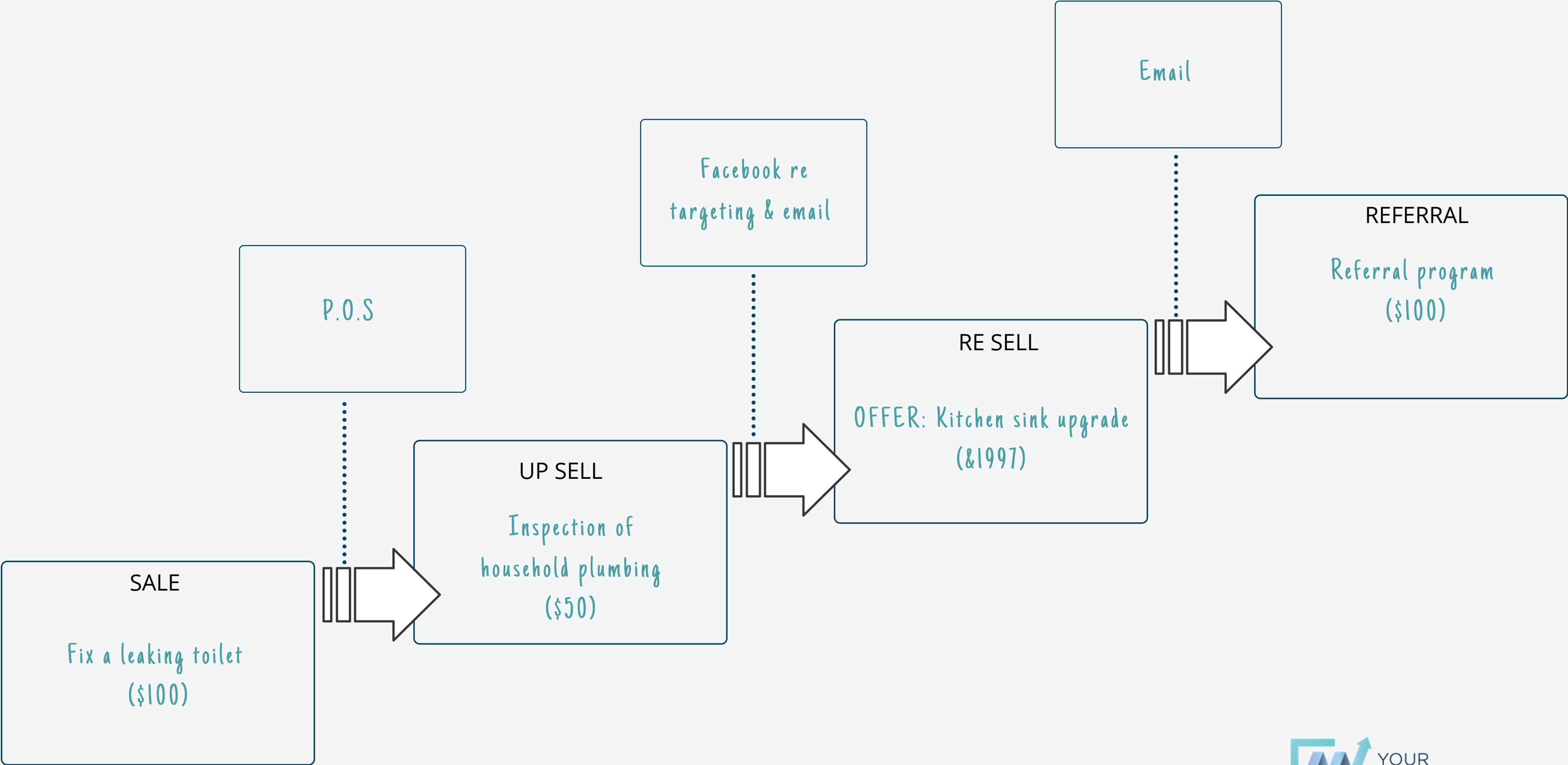
MARKETING



MAXIMISE LTV & PROFIT

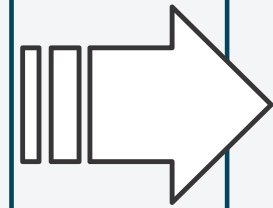


MAXIMISE LTV & PROFIT

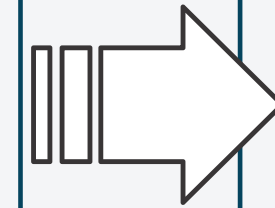


GUARANTEE

Clients worst case scenario (big fear)



What you would do if this happens?

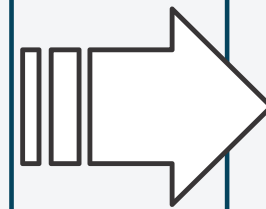


Your guarantee

GUARANTEE

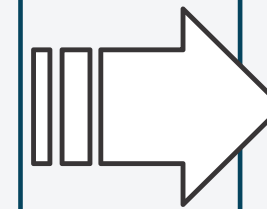
Clients worst case scenario (big fear)

I get a dodgy tradie who'll do a poor job of installing or cause damage to my house in the process



What you would do if this happens?

If the clients unhappy we inspect the work and then fix the problem for them at no charge



Your guarantee

in the unlikely event, If you're no 100% happy with our work, we'll gladly fix or repair it FREE until you are...no questions asked!

YOUR BIG 3

U.S.P

You know when: (problem)_____

What we do is: (solution)_____

And we even: (Big benefit/guarantee) _____

YOUR BIG 3

We have 30 years experience

We Guarantee our work 100%

We're available 24/7 (NO call out Fee)

U.S.P

You know when: (problem) You need a plumber but its late at night and you don't want to get charged a huge call out fee...

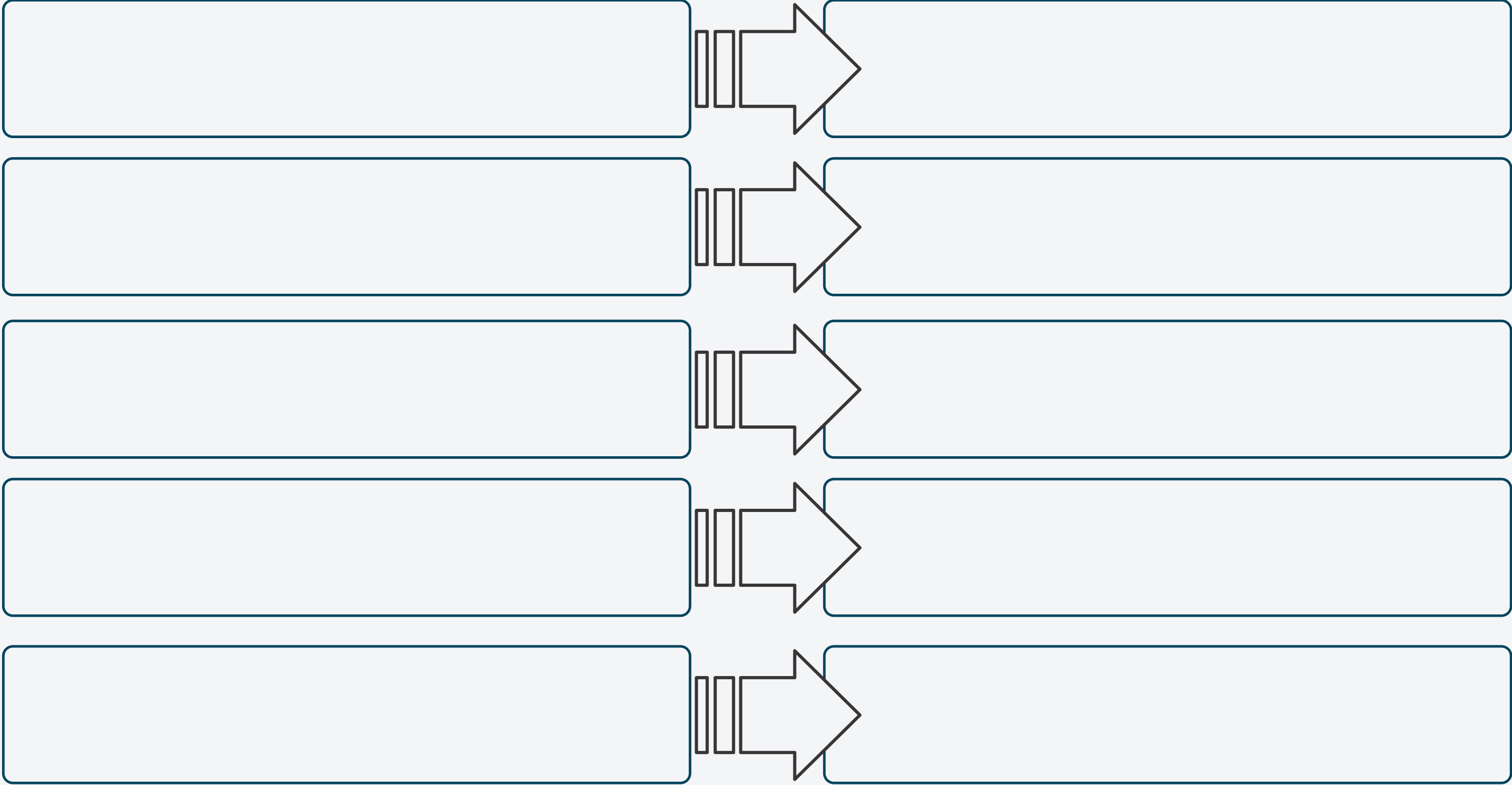
What we do is: (solution) Is turn up 24 hours a day with NO call out fee and we use our 30 years experience to fix your problem fast

And we even: (Big benefit/guarantee) Guarantee you'll be 100% happy with our work or we'll work for free until you are.

OBJECTIONS (FAQ'S)

Customers objections

How you overcome them



OBJECTIONS (FAQ'S)

Customers objections

How you overcome them

What happens if you turn up late for my appointment?

We'll call one hour prior to reschedule

How do I know you're even qualified to fix my problem?

We have over 30 years experience and over 100 - 5 star reviews online

Will you send a dirty, smelly tradie to my home?

Our tradesman are professionals who pride themselves on being polite, well mannered and they even smell nice too

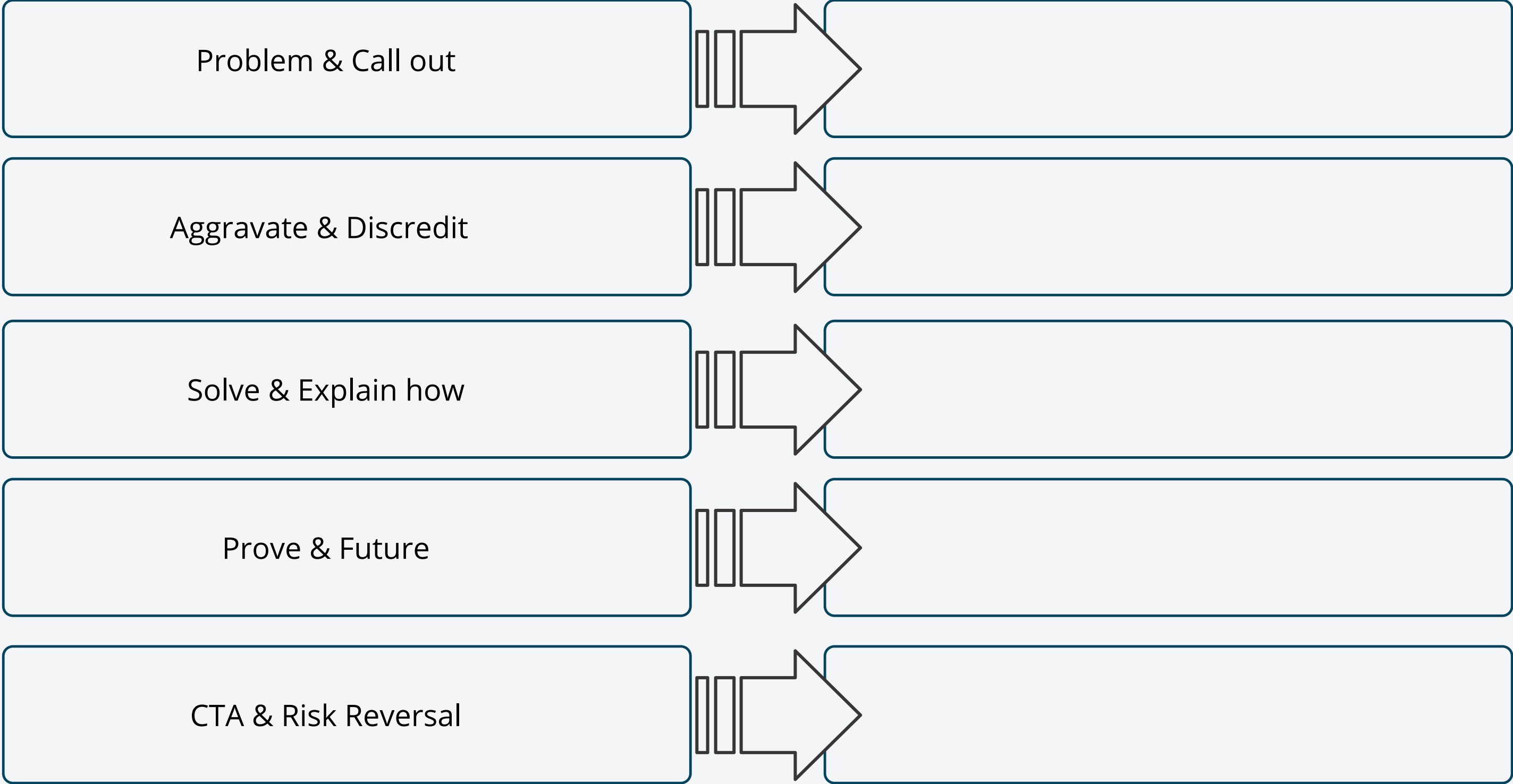
What if you can't fix the problem will I still get charged?

If we cannot fix the problem or diagnose the issue we will not charge you for our initial inspection

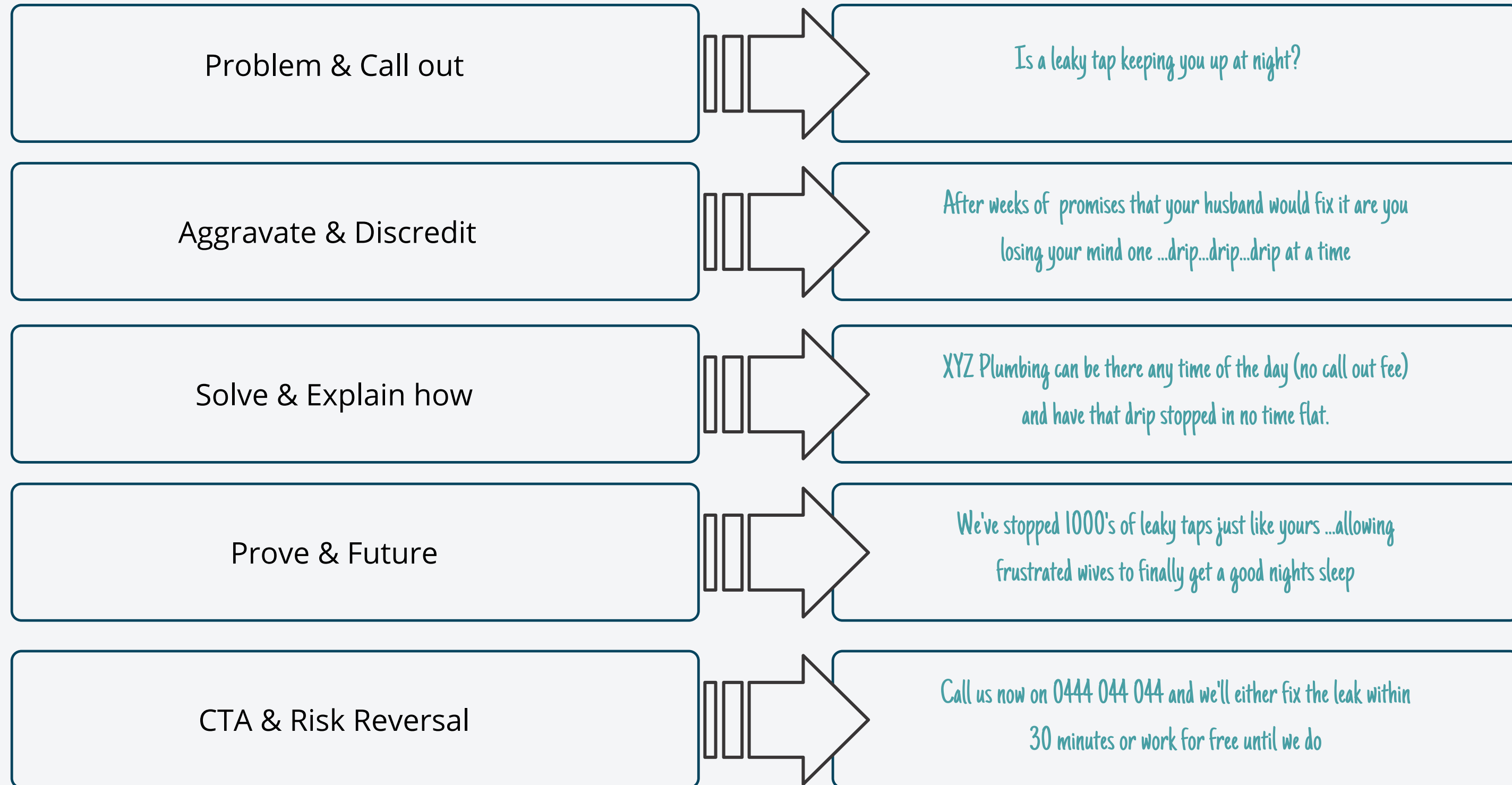
I had a bad experience once, how do I know I can trust you?

We're a local business with a stirring reputation, in fact over 90% of our customers use us more than once

COPY WRITING FORMULA

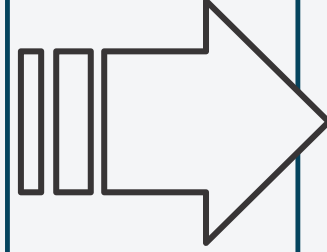


COPY WRITING FORMULA

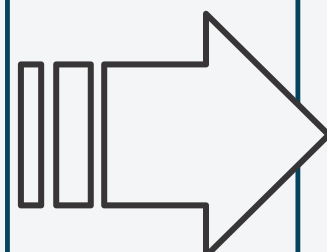
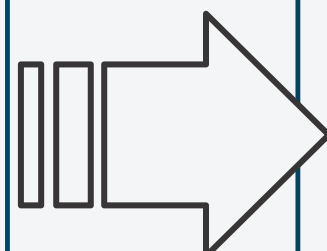
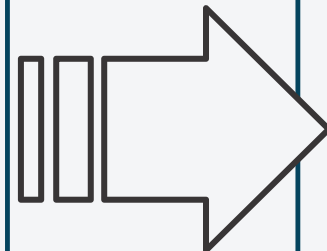
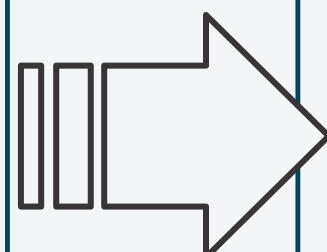


MARKET RESEARCH

What customers DON'T want
(negative reviews)



What customers DO want
(positive feedback)



HATE
.....

LOVE
.....

MARKET RESEARCH

What customers DON'T want (negative reviews)

RIP OFF - Don't get ripped off by plumber & electrical to the rescue - they charge 4 times the price of a normal tradesman and they charge a \$127 callout fee. You are far better off calling a plumber or electrician who works for himself rather than over paying here. I Was not impressed and sent them away after he tried quoting me over 1000 just to replace a toilet part and do an unnecessary die test.

They won't give you an hourly rate over the phone and say they will give you a quote when they have a look at the problem. For the call our fee of \$137 you receive the most outrageous quote (over \$1000 for a job that might be complicated or might take half an hour). It's basically a scam to take advantage of you when you're stressed because the sewer is blocked. I'd rather pay an hourly rate and arrive at over \$1000 to get a solution than gamble my money. I don't even know this business model is legal.

Way over priced!! \$800 for one outside tap. If only I wasn't desperate I would of shopped around

I called up in an emergency and they managed to get someone out within 20 minutes. They were professional and got the job sorted quickly and effectively. My only issue was that they charged the higher after-hours rates for a call out time before 5pm which I thought was a bit sneaky.

These guys charged us \$1680 to dig a hole and unblock a pipe. They left a hole in my mothers yard for 2 weeks and wouldn't return any calls. The problem persisted and so we called another plumber who came and actually unblocked the pipe because the plumbing detectives were cleaning out the wrong pipe. They are pathetic in my view ripping off a senior citizen and not responding to calls. Don't give them any money until the job is done. Unethical. Steer clear.

What customers DO want (positive feedback)

Everything went smoothly and job was done promptly and courteously. Would not hesitate to call you guys again if needed and/or recommend you to others!

Exceptional service is guaranteed when it comes to Jim's Plumbing or any of their services in fact. They always arrive on site on time, to provide a great service at a affordable price. We had a plumber come in yesterday, he was very polite and did the job. Definitely would use the service again.

Highly recommend Jim's Plumbing services. Our plumber Daniel was so professional and genuine. He not only fixed the problem but provided us with advice on how to ensure the issue wouldn't happen again.

Very prompt, pleasant, and professional. Very happy with the job and reasonably priced. Thanks Fred.

Amazing service. They arrived on time, fixed the issue, gave great advices and charged really reasonably.
A+++

HATE
.....
Turning up late
Rude service
Not calling if late
Surprise bill shock
Changing the quoted price
Being over charged

LOVE
.....
Prompt tradesman
Speedy turnaround on quotes
Clear communication
Polite customer service
Upfront fixed price
Problem fixed

OFFERS

Offer/Giveaway Idea

Scarcity

Why would they want this offer

Has this offer been done before (Y/N/Result)

OFFERS

Offer/Giveaway Idea

Scarcity

Why would they want this offer

Has this offer been done before (Y/N/Result)

2 free movie tickets

Every sale

They like the movies?

Yes, everywhere

Free set of deluxe bath towels (valued \$297) when you have your new bathroom installed (XYZ brand - colour of your choice)

Those who order within the next 4 days

Our research shows the thing clients are most excited about are hanging their new bath towels in their new bathroom.

Yes, sold 10 bathroom installs in 4 days

SOCIAL PROOF & TRUST

Social media likes/ followers

Business numbers

Industry data

Case Studies

Testimonials

Partners logo's

Media

Celebrity/Authority
Endorsements

Videos

Podcast

Blogs

Books

SOCIAL PROOF & TRUST

Social media likes/ followers

1977 Facebook followers,
870 Instagram followers

Business numbers

30 years experience
15,00+ jobs completed
24/7 call out
2nd generation family business

Industry data

Plumbing Industry body say you save
17.6% more water if you have your
home inspected for leaks yearly

Case Studies

Document installation of new bathroom

Testimonials

7, 5-Star Google reviews
18, 5-Star Facebook reviews

Partners logo's

XYZ suppliers
123 Industry member

Media

Article in local paper

Celebrity/Authority Endorsements

Local mayor

Videos

How to install a bathroom video series

Podcast

Guest on the Plumbing Podcast

Blogs

27 blog articles

Books

writing a book - how to renovate your
home

GET MORE TESTIMONIALS

FEEDBACK QUESTIONS

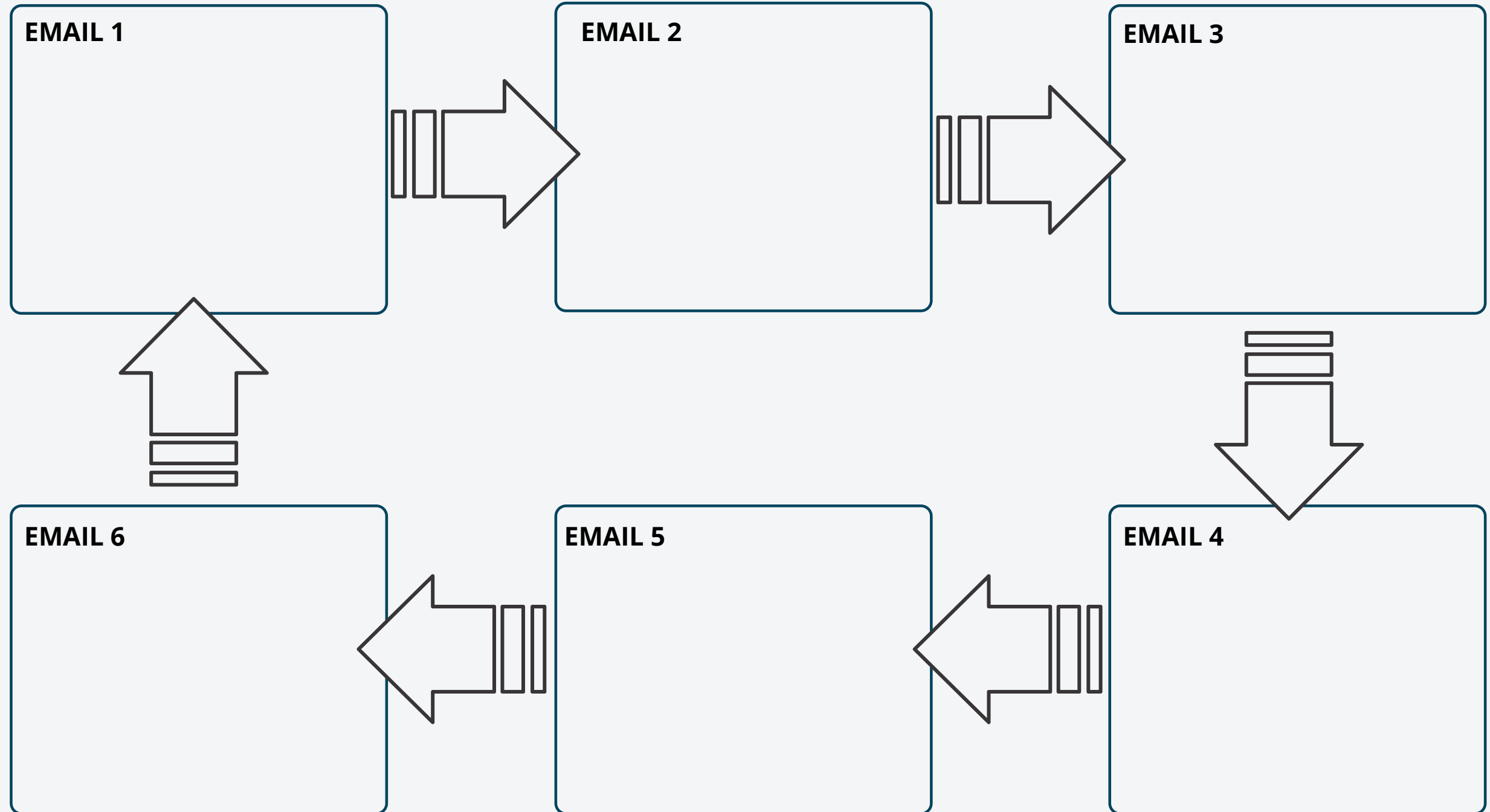
1

2

3

4

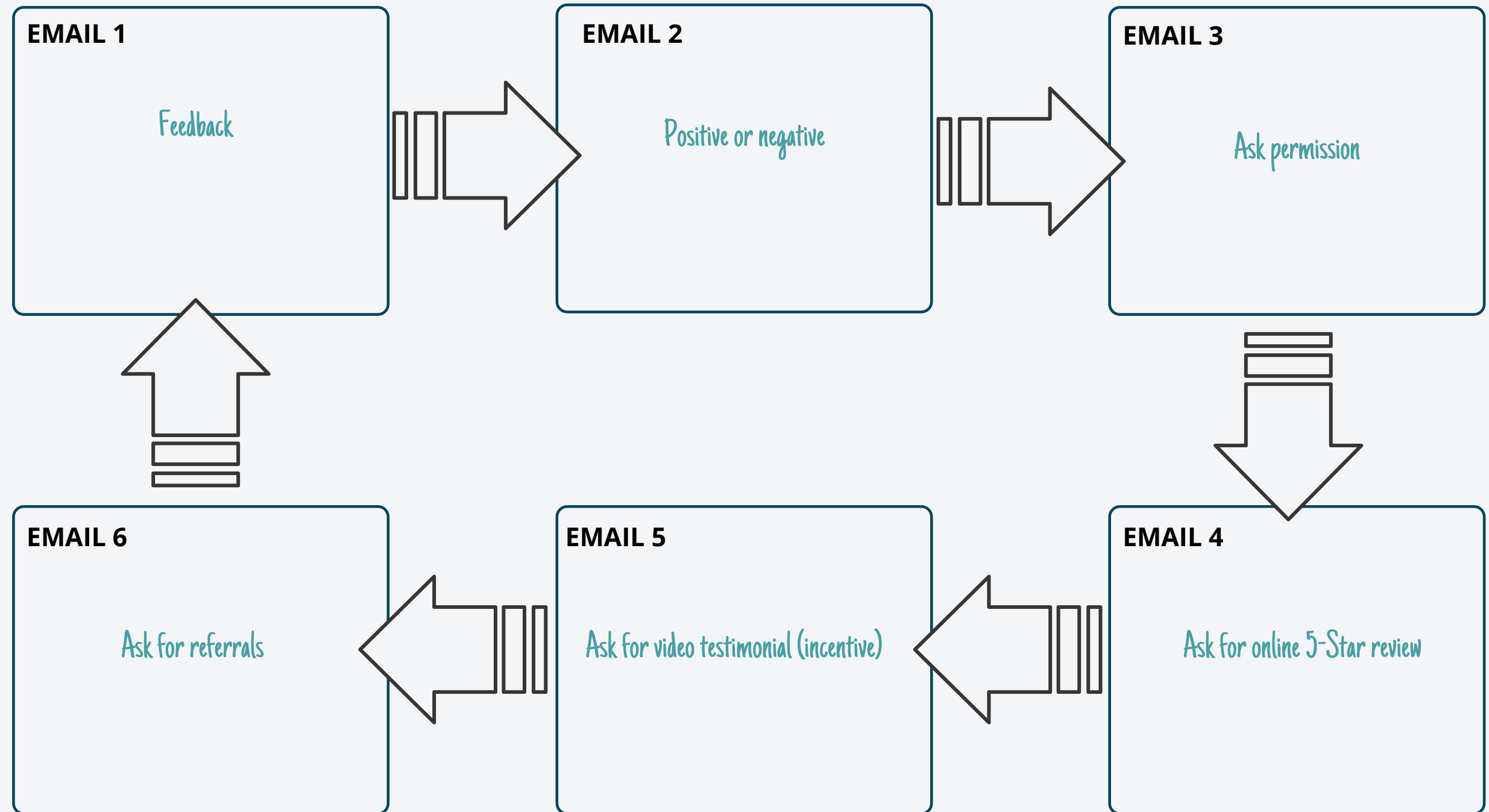
5



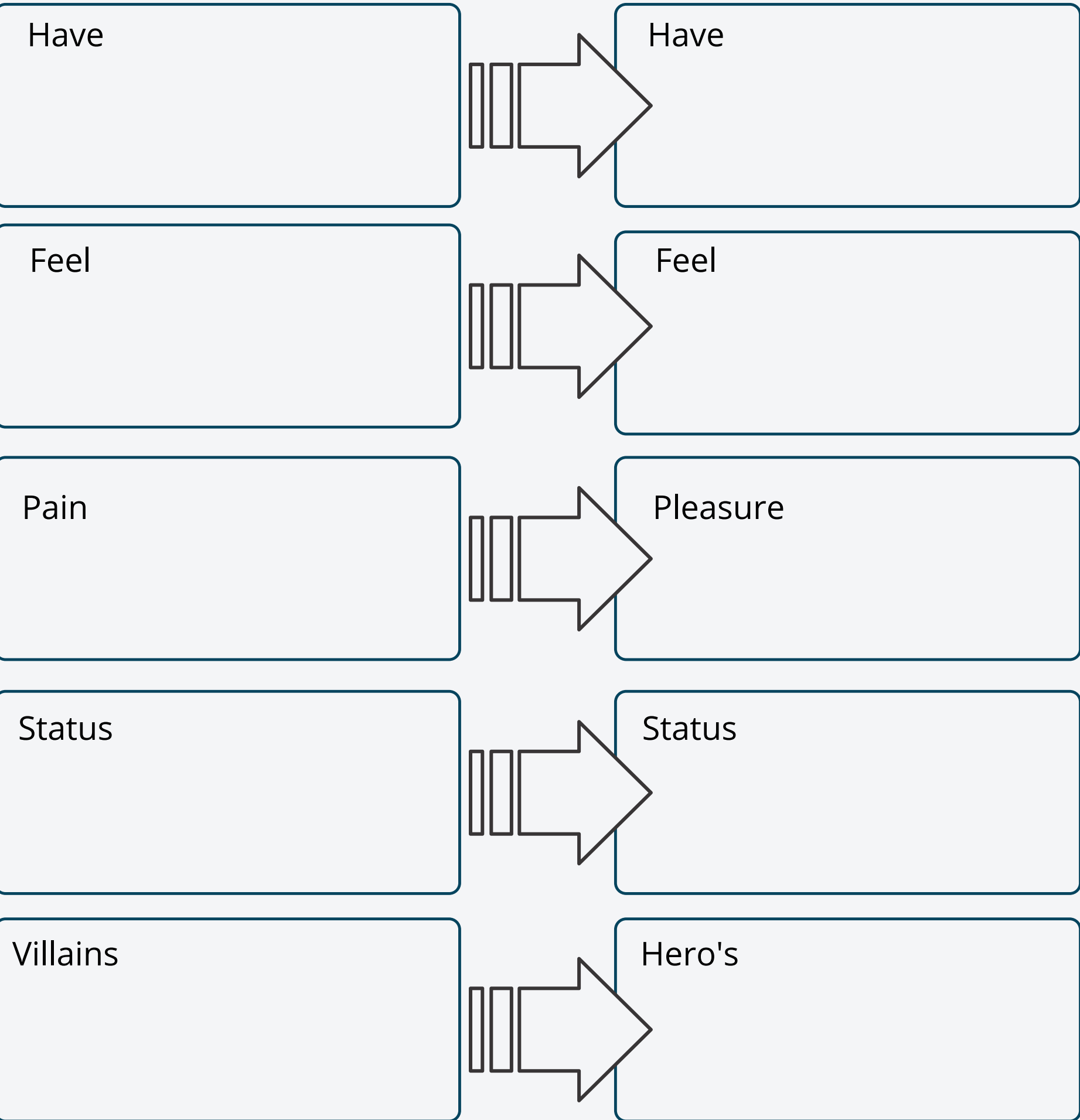
GET MORE TESTIMONIALS

FEEDBACK QUESTIONS

- 1 What problem did you need to solve?
- 2 Before choosing us what were you initially unsure/sceptical about?
- 3 What ultimately made you decide to choose us?
- 4 What benefits have you already seen?
- 5 Who would you recommend this service to and why?



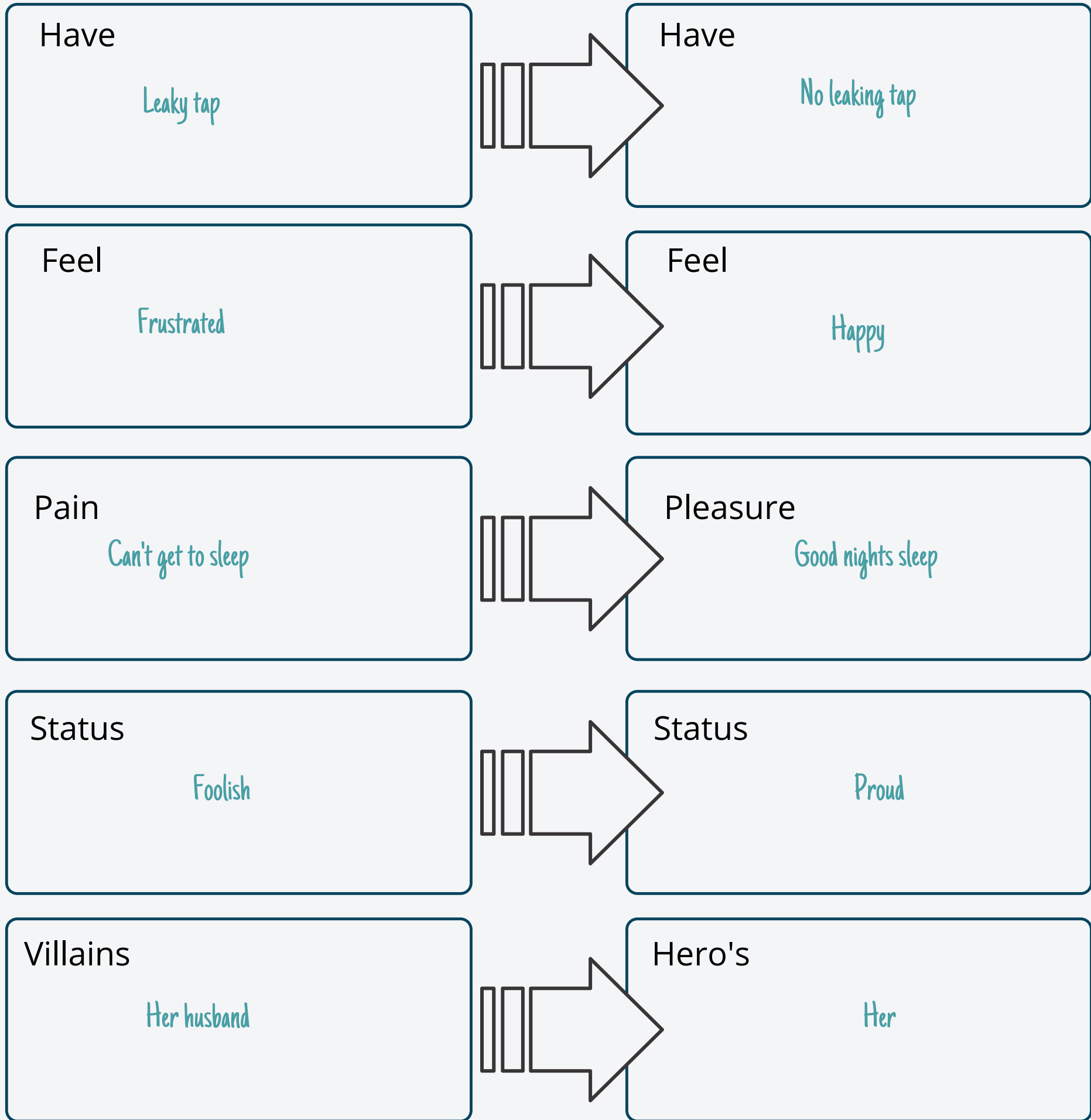
BEFORE & AFTER



Avatar:	Product/Service:
---------	------------------

Emotional words/phrases	
Before (negative)	After (positive)

BEFORE & AFTER



Avatar: *Frustrated Fran*

Product/Service: *Stop tap leak*

Emotional words/phrases	
Before (negative)	After (positive)
<p><i>Frustrated</i></p> <p><i>bothered</i></p> <p><i>miffed</i></p> <p><i>irked</i></p> <p><i>ludicrous</i></p> <p><i>preposterous</i></p> <p><i>ridiculous</i></p> <p><i>silly</i></p>	<p><i>gratified</i></p> <p><i>pleased</i></p> <p><i>appreciative</i></p> <p><i>glad</i></p> <p><i>great</i></p> <p><i>rewarding</i></p> <p><i>satisfying</i></p> <p><i>self-respecting</i></p>

AVATAR



NAME:

Age

Gender

Marital Status

Children Age/#

Location

Occupation

Job title

Annual income

Level of education

Other

Interest/Hobbies:

Health/Fitness:

Hero's:

Villains:

Brands:

Memberships:

Publications/Websites:

Events:

Fears:

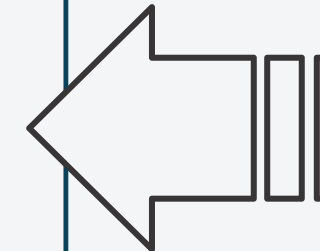
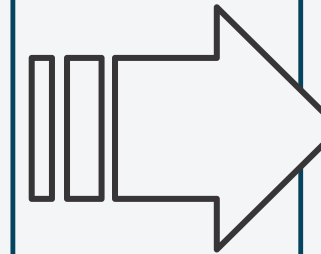
Frustrations:

Needs:

Wants/Desires:

Objections to sale:

Role in the purchase:



AVATAR



NAME:

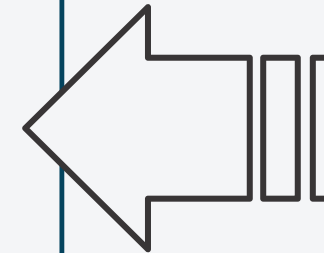
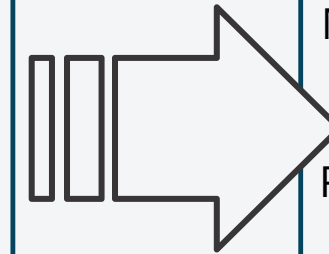
Age
Gender
Marital Status
Children Age/#
Location
Occupation
Job title
Annual income
Level of education
Other

Interest/Hobbies:
Health/Fitness:
Hero's:
Villains:

Brands:
Memberships:
Publications/Websites:
Events:

Fears:
Frustrations:
Needs:
Wants/Desires:

Objections to sale:
Role in the purchase:



AVATAR



NAME: Frustrated Fran

Age 43
Gender Female
Marital Status Married
Children Age/# 2 kids aged 8 & 12
Location Brisbane. QLD
Occupation Marketing
Job title Manager
Annual income 140k
Level of education UNI
Otherpet Labrador

Interest/Hobbies: Knitting and collecting stamps

Health/Fitness: Cross fit

Hero's: Michelle Bridges, Tony Robbins

Villains: Donald trump

Fears: Getting ripped off

Frustrations: people who are late

Needs: To know a firm price and time for job

Wants/Desires: To feel in control & proud of her self

Brands: Guess, Prada, Rolex

Memberships: Yacht club

Publications/Websites: In Style magazine

Events: Marketing Guru's event 2019

Objections to sale: Doesn't want to pay a call out fee

Role in the purchase: Sole decision maker

COMPETITOR ANALYSIS

COMPETITOR NAME:

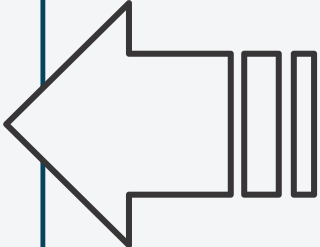
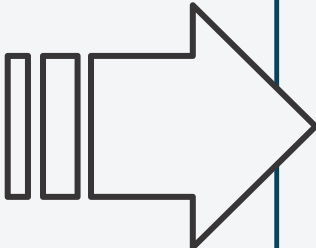
COMPETITOR WEBSITE:

STRENGTHS: What do you do better:

WEAKNESS: What do they do better:

THREATS: What could they improve:

OPPORTUNITIES: What can you improve:



COMPETITOR ANALYSIS

COMPETITOR NAME:
Enemy Plumbing

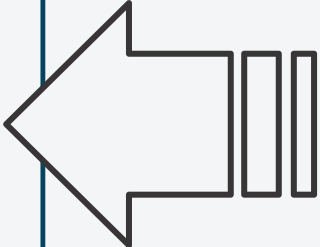
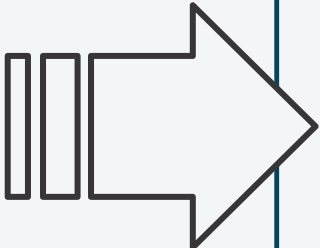
COMPETITOR WEBSITE:
www.EnemyPlumbing.com.au

STRENGTHS: What do you do better:
*Better branding and feel
Our message is clear and strong CTA
We use a video explainer*

WEAKNESS: What do they do better:
*They have testimonials
They offer a free bonus*

THREATS: What could they improve:
*Improve their message (or copy ors)
They could add a video*

OPPORTUNITIES: What can you improve:
*Use more TRUST elements
Add a bonus give away*



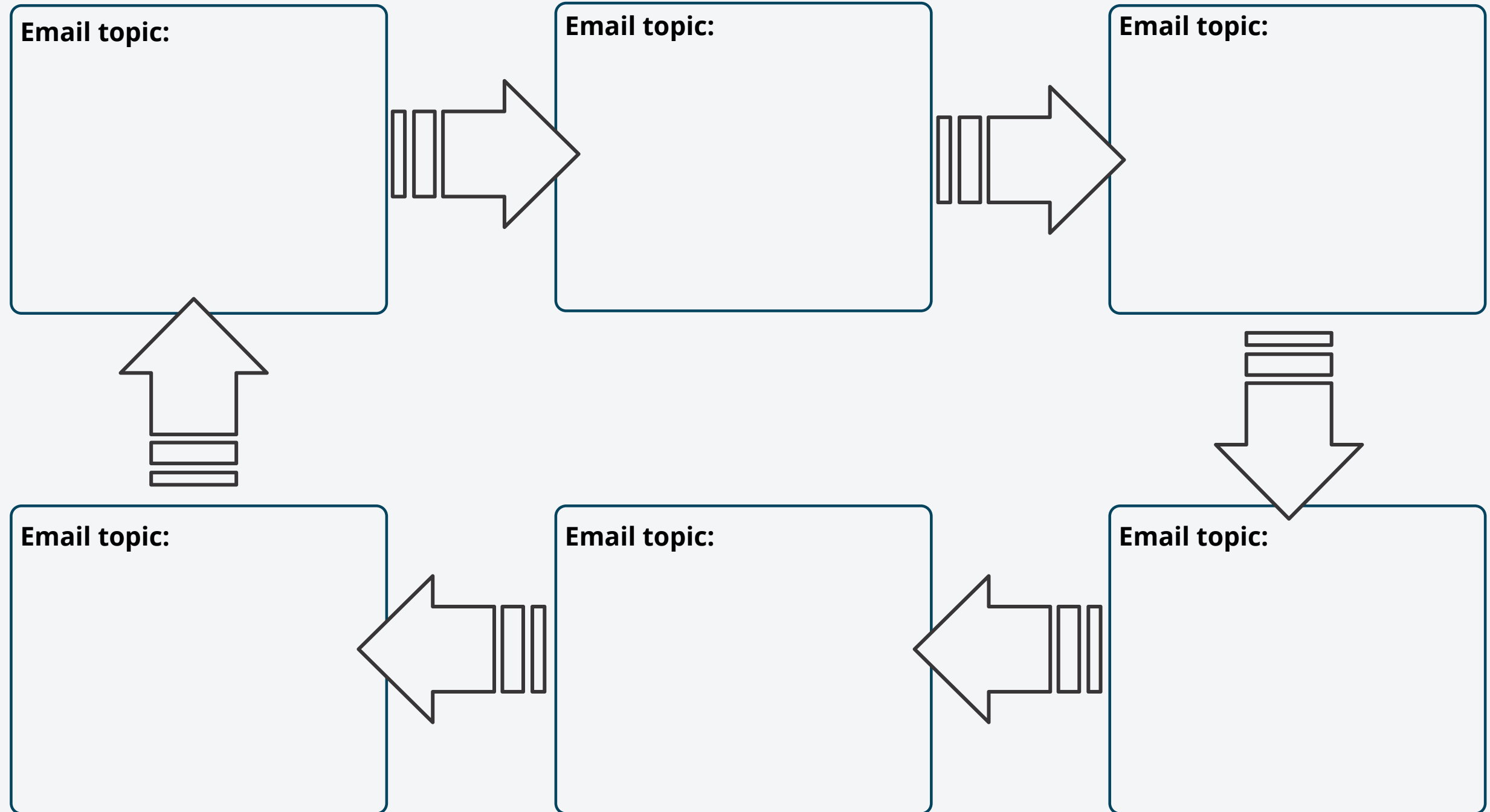
EMAIL MARKETING

P.S. Whenever you're ready... here are 3 ways I can help you.....(benefit).....

1

2

3



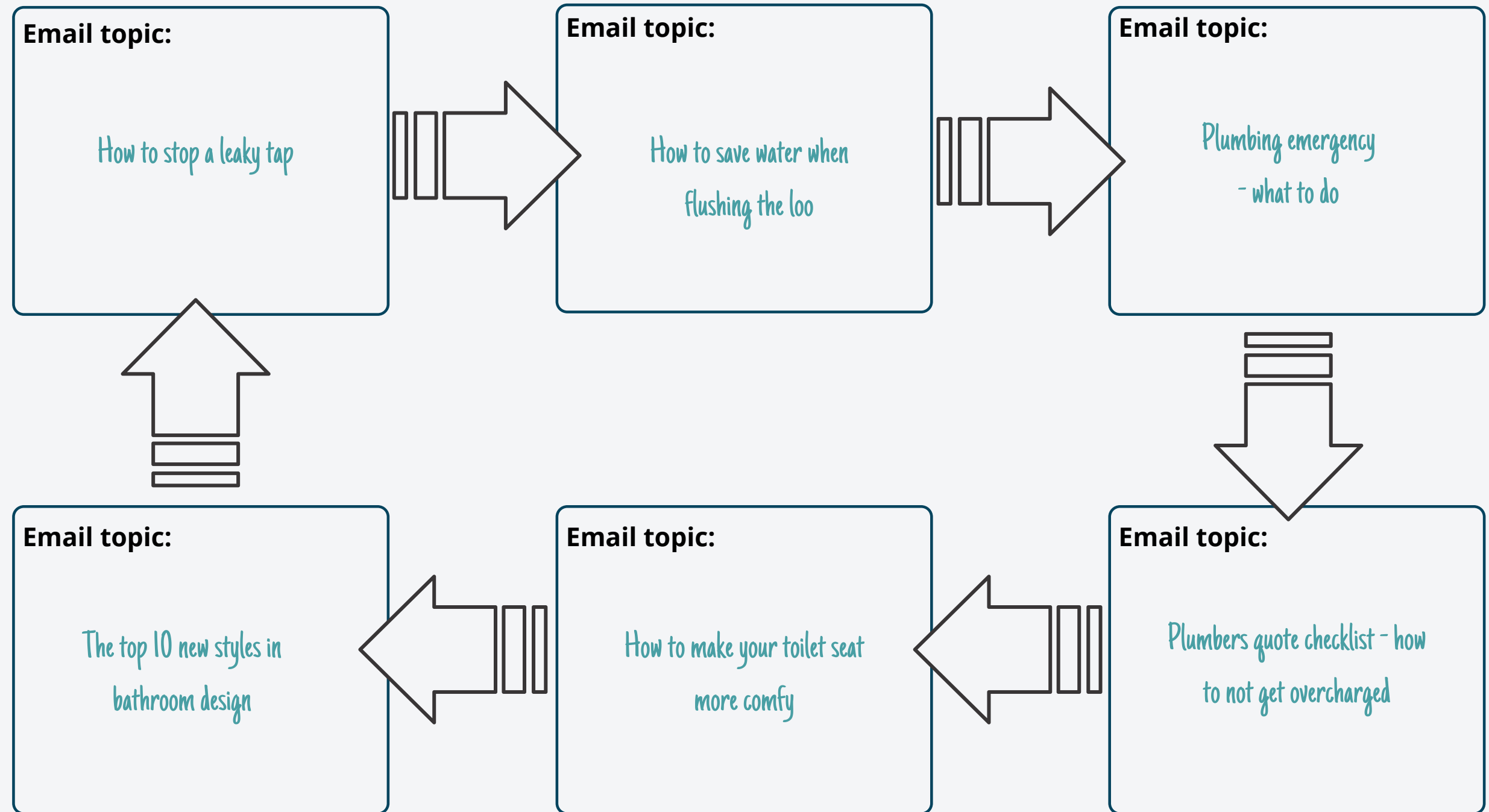
EMAIL MARKETING

P.S. Whenever you're ready... here are 3 ways I can help you.....(benefit).....

1
Contact us for a free quote

2
Download our eBook

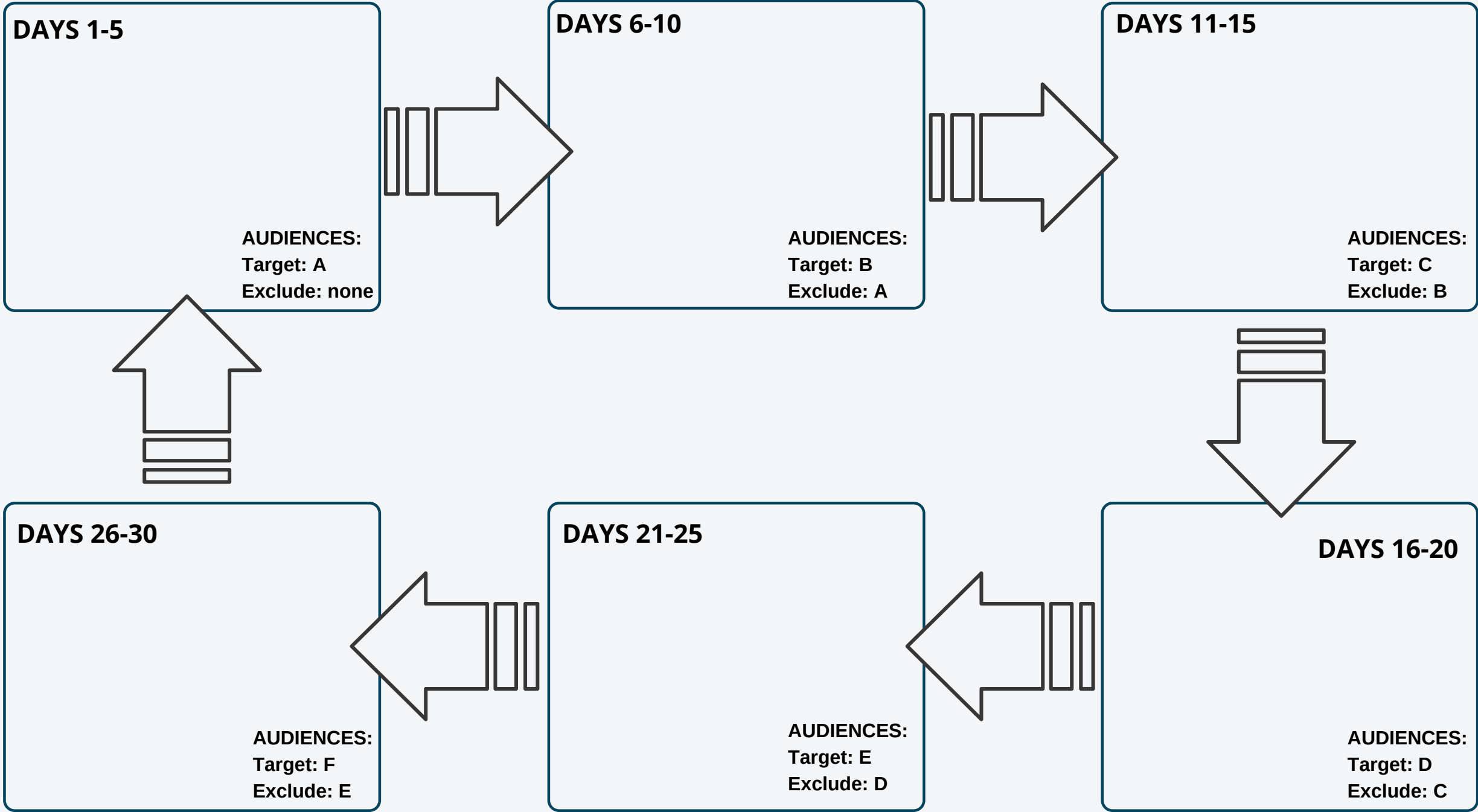
3
Call our emergency hotline



FACEBOOK RETARGETING

AD IDEAS

- 1
- 2
- 3
- 4
- 5

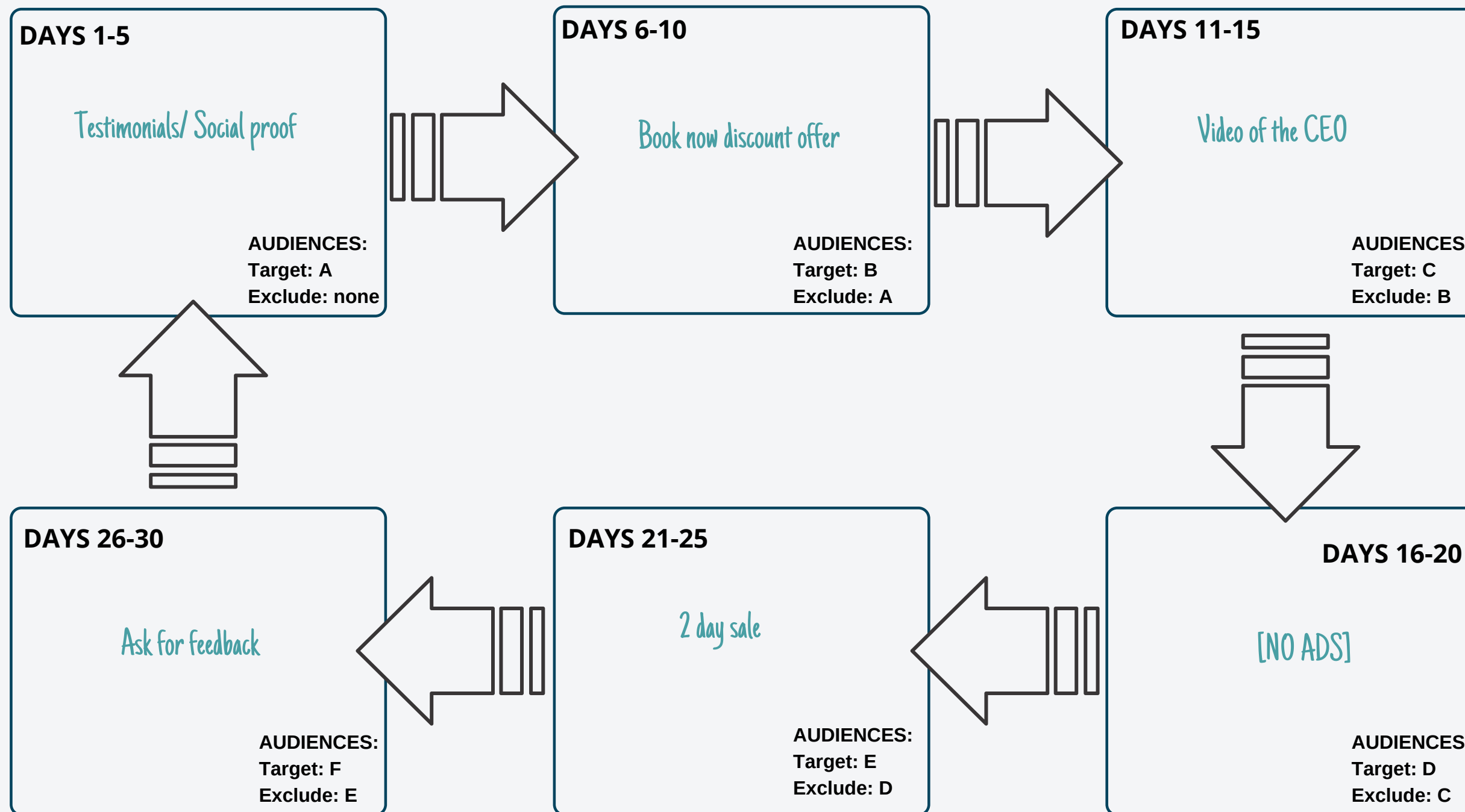


- AUDIENCES:**
- A) Website visitors past 5 days
 - B) Website visitors past 10 days
 - C) Website visitors past 15 days
 - D) Website visitors past 20 days
 - E) Website visitors past 25 days
 - F) Website visitors past 30 days

FACEBOOK RETARGETING

AD IDEAS

- 1 Testimonials/ Social proof
- 2 Book now discount offer
- 3 Video of the CEO
- 4 2 day sale
- 5 Ask for feedback



AUDIENCES:

- A) Website visitors past 5 days
- B) Website visitors past 10 days
- C) Website visitors past 15 days
- D) Website visitors past 20 days
- E) Website visitors past 25 days
- F) Website visitors past 30 days