

OFFER A REINFORCEMENT PLAYBOOK

WHO - WHO ARE THE CLIENTS YOU WORK WITH?

- Homeowners, homebuyers, retirees, families.

How old are they?

- 35 to 65 years old

What are their interests?

- Renovating, protecting their home, changing the ambiance, repairing damage.

What countries are they in?

- USA

Are they of a specific gender?

- NO

Do they have a specific job?

- Employed professionals, entrepreneurs, business owners, realtors, property managers, designers.

Example: We primarily work with homeowners of 2,000 to 3,500 square feet, not specific to age or gender.

POINT A - WHAT PROBLEMS DOES YOUR DREAM CLIENT HAVE? (WEAK POINTS)

What problems are they facing?

- Texas weather problems, deteriorating exteriors of homes.

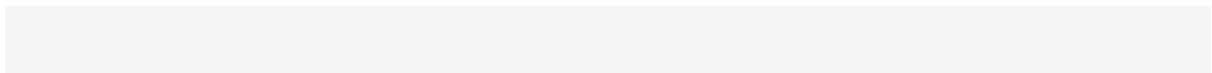
What is their current situation?

- Mistrust, poor quality work.

What problems are they facing?

- Mistrust.

Example: We help new homeowners move their belongings and set up their home in one day.



POINT B - WHAT WOULD YOUR PERFECT TESTIMONIAL LOOK LIKE?

(DREAM RESULT)

What did they achieve by working with you?

- Quality, organization, proper work process, cleanliness, attention to detail.

How does their situation look now after their success?

What are they thriving on now?

Example: We help busy families save more than 10 hours a week with our meal preparation service.

THE GAP - HOW TO TRANSFORM FROM POINT A TO POINT B

What are the main pillars of your program?

- Customer service from the very first moment, addressing their needs and resolving their housing-related issues.

What are the necessary steps/systems to implement the results your clients want?

- Building trust, customer reviews, and reliable employees.

Example: In the SCALE Growth Funnel, we primarily teach clients how to acquire new leads, nurture them, and convert them.

YOUR ENEMIES

What are the enemies of your offer?

- Low prices, painters with substandard work, clients who compare quotes to their shirts.

How can you address this in your offer?

- By educating the client.

Example: With our system, where we help people with paid ads, our enemy is organic marketing consultants who rely on algorithms and luck to get results.

YOUR LONG “I HELP” STATEMENT

“I help _____ (*Niche*) overcome _____ (*Point A*) and achieve _____ (*Point B*) without having to _____ (*enemies*) through my _____ (*System / Program*)

We help North Texas homeowners overcome outdated, worn, or failing paint—and the stress of hiring the wrong contractor—so they can achieve a clean, high-end home transformation that lasts, without gambling on cheap handyman paint jobs or rushed prep, through our Prep-First Professional Painting Process.”

YOUR SHORTENED “I HELP” STATEMENT

“I help _____ (*Niche*) overcome _____ (“*Point A pain points*”) through my _____ (*System / Program*)