

THRESHOLDS CURRENT:

PAIN-DESIRE/ Certainty in idea / Trust in business&person /

[illegible]

THRESHOLDS NEEDED:

PAIN-DESIRE/ Certainty in idea / Trust in business&person /

[illegible]

Winner's Writing Process

Answer these five questions before you write a single word.

Fill this out for the full funnel first. Then zoom in and fill it out again for each individual asset.

No guessing. No winging it. Engineer the experience.

Client / Business

Residential dryer vent cleaning service serving selected areas across Maryland, Northern Virginia, Southern Pennsylvania, and nearby locations. Technician-led, local service focused entirely on residential dryer vent cleaning, inspection, airflow, and vent-system problems.

Project Type (ad, landing page, email, full funnel, etc.)

Full funnel: Google Search Ads → dryer vent landing page / website → direct phone call or lead form → callback within 15–60 minutes → appointment confirmation → on-site service.

Question 1: Who Am I Talking To?

Describe your target market as a real person. Psychographics, not just demographics. If you can't picture their Tuesday afternoon, you haven't done enough research.

The person in one breath (age, life situation, what defines their daily experience)

A 35–75+ homeowner managing the safety, cleanliness, maintenance, and daily functioning of their home. Something with the dryer has started feeling wrong: clothes stay damp, drying takes multiple cycles, the dryer feels too hot, the vent may be damaged, or they simply do not know when it was last cleaned. They are actively searching Google for a technician, but they are careful about who they allow into their home.

The audience contains two closely connected buyer types:

Scott-type buyer: a responsible, problem-solving homeowner who wants to understand the issue, compare providers, and hire someone competent.

Bonnie / Donna-type buyer: a trust-first home protector who mainly wants the problem handled by someone polite, patient, clean, honest, and comfortable to have inside the home.

What do they want most? (Dream state, in their words)

They want the dryer working normally again, clothes drying in one cycle, strong airflow, a clean and safe vent system, and certainty that the hidden problem has been handled properly.

They want to think:

"I feel good now. I feel safe."

"I knew exactly what to expect."

"Our home feels cleaner."

"The dryer is running more efficiently."

"I'm trying to make sure that my home is the best it can be."

They want to feel responsible, organized, safe, informed, and back in control of their home. They want the technician to explain everything, show proof, respect the property, and leave no mess behind.

What do they hate about their current situation? (Current state pains, specific)

They must run the dryer more than once.

They do not know how long it will take to finish the laundry.

The dryer feels unusually hot, shuts off, throws an alert, smells strange, or appears to have weak airflow.

They know there may be lint, debris, condensation, nests, damage, or a blockage hidden where they cannot reach.

They do not know whether the dryer itself is broken or whether the vent is causing the problem.

They are frustrated that they delayed taking action and now have a real problem.

They dislike wasting time, electricity, and money on repeated drying cycles.

They worry that a hidden issue could damage the dryer, increase energy bills, affect the air in the home, or become a fire hazard and put the neighbours at risk as well as them.

They dislike needing help while not knowing whom they can trust.

What's stopping them? (Roadblocks, the real ones)

They fear allowing the wrong stranger into their home.

They fear being overcharged, pressured, or taken advantage of because they do not understand the technical side.

They fear the technician will damage the vent, dryer, floors, walls, roof, or surrounding property.

They fear the technician will leave a mess that they must clean afterward.

They doubt whether the quoted price will remain the same after inspection.

They worry that parts of the system will remain unchecked or uncleaned.

They cannot see inside the vent, so they cannot independently judge whether the work was needed or completed.

They may not understand how serious the problem is because the dryer still partly works.

They delay because they are busy, cannot find the right time, forget, or keep using temporary workarounds.

They may wrongly believe cleaning the lint screen is enough.

They may believe an older dryer is simply wearing out and needs replacing.

What have they already tried? (Previous solutions, why those didn't stick)

They tried cleaning the vent themselves using a vacuum, brush, or DIY kit, but could not reach the entire line or remove deeply packed lint.

They cleaned the lint screen but did not realize lint still entered the vent system.

They continued running the dryer for additional cycles.

They hung clothes elsewhere or accepted longer drying times.

They delayed the problem because the dryer still partly worked.

They called other companies but received slow responses, no clear pricing, missed appointments, or poor service.

Some experienced technicians or contractors who left a mess, damaged something, wasted their time, or failed to finish properly.

Some booked cheap offers but then felt pressured by unclear or aggressive additional charges.

DIY did not stick because the work is difficult, unpleasant, incomplete, and carries a risk of damaging the vent system.

What language do they use? (Direct quotes from reviews / CIA interviews)

"My dryer is throwing an alert regarding the dryer vent."

"We have a very clogged dryer vent, which is filled with water condensation from the dryer."

"Somewhere down the line I did worry a little bit that I needed to get it clean. But I just let it kept going by."

"I was worried whether y'all were going to show up and do a good job."

"I was worried whether my house was going to be a mess and I have to clean up after somebody."

"There's a lot of things going through my mind."

"You didn't try to get over on me, knowing that I'm a woman."

"You showed me the reason why you were doing certain things."

"I was comfortable enough to sit here and watch my TV."

"He was very good at communicating and explaining everything to me in great detail."

"He made sure that everything was done to perfection."

"Took pictures so that he could show us everything."

"The price was as good, if not better than all the other places that I called."

"The response was the best response time from the many, many phone calls that I put out there."

"I took a chance and it worked out."

"I would never forgive myself if my dryer caught on fire."

"I'm trying to make sure that my home is the best it can be."

"I knew exactly what to expect."

"Price is as quoted."

"They took videos of the vents and shared them as we went."

"The dryer vent cleaning experience was seamless."

"After they left, you never knew they were there."

Question 2: Where Are They Now?

Two dimensions. Where are they psychologically (awareness level)? And where is their attention (searching or scrolling)?

Market Awareness Level (circle one):

Unaware > Problem Aware > **Solution Aware** > Product Aware

Evidence for this assessment (what from your research supports this?)

They already feel a real functional problem and have taken the active step of searching Google for dryer vent cleaning, clogged dryer vent help, dryer vent repair, dryer vent cleaning near me, or explanations for clothes taking too long to dry.

They generally understand that a professional technician or cleaning company is the solution. They are no longer deciding whether dryer vent technicians exist. They are comparing technician to technician and company to company.

Some symptom-based thoughts begin at the problem-aware stage, such as "why are my clothes still damp?" or "dryer taking two cycles," but the Google Ads funnel moves them quickly into solution comparison.

They may also consult ChatGPT or another AI tool first, receive an explanation that the vent may be clogged, and then move to Google to find a local provider.

They are comparing providers based on reviews, response time, professionalism, process clarity, pricing, proof, local presence, and whether the technician feels trustworthy.

Attention Mode (circle one):

Active (searching for a solution) Passive (scrolling, not looking)

Where will you reach them? (Specific platform / channel)

Primary channel: Google Search Ads.

Supporting channels:

Google Maps / future Google Business Profile.

Organic Google SEO service, warning-sign, FAQ, and location pages.

AI-assisted search journeys where ChatGPT, Gemini, or another system explains the problem before the homeowner searches for a local provider.

The funnel begins with high-intent Google keywords and leads into one focused residential dryer vent landing page / website.

What is the conversation in their head right now?

"My dryer isn't drying properly."

"Why do I have to run it twice?"

"Is the dryer broken, or is the vent clogged?"

"I don't know when this was last cleaned."

"I should probably get this checked before it becomes worse."

"Who can come quickly?"

"Which of these companies is actually real?"

"Who can I trust inside my home?"

"Will they explain what is happening?"

"Will they show me what they found?"

"Will they clean everything or just the easy part?"

"Will the price suddenly change?"

"I want somebody to fix this without making a mess or creating another problem."

"For \$79, I can at least get the system cleaned, inspected, and find out what is happening."

What are they afraid of? (Related to the buying decision)

They fear hiring a dishonest, careless, inexperienced, or unreliable technician.

They fear allowing a stranger into their home who makes them feel unsafe or uncomfortable.

They fear being pressured into work they do not understand.

They fear being quoted one price and charged another.

They fear paying for work without being shown proof.

They fear that the system will not be fully cleaned.

They fear damage to the vent, dryer connection, roof, walls, floors, or home.

They fear being left with a mess.

They fear that the problem will remain and they will need to call another company.

They fear that ignoring the blockage could damage the dryer, increase costs, or become a fire hazard.

They fear making the wrong decision more than they fear the basic \$79 price.

Question 3: What Do I Want Them To Do?

One clear action. Not “engage with the brand.” A specific, measurable action. Then identify the biggest threshold standing in the way.

Primary desired action

Call the business directly and speak with the lead technician to arrange a residential dryer vent cleaning appointment.

The lead form is the fallback conversion path for homeowners who do not want to call immediately.

What does success look like? (They clicked, they booked, they bought. What exactly?)

The homeowner searches Google, recognizes their problem on the ad and clicks the ad, recognizes their problem on the landing page, sees enough proof and trust signals to act, and calls the displayed phone number.

The lead technician answers or returns the call within 15–60 minutes, discusses the problem, confirms the service area and timing, and schedules the visit.

For form leads, success means they submit their name, phone number, problem, location, preferred date, and preferred time. The business then calls them and confirms the appointment.

The customer pays after the service is completed.

Threshold Assessment

Before your marketing, where does the reader start on each? Where do they need to be?

Desire: starts at **6/10**, needs to reach **7/10**

Certainty: starts at **4/10**, needs to reach **8/10**

Trust: starts at **1/10**, needs to reach **9/10**

Which threshold is the biggest gap? This is where you focus the most firepower.

Trust is the biggest gap.

The prospect already wants the problem solved and already believes professional dryer vent cleaning exists.

The primary question is not whether dryer vent cleaning is useful. It is whether this specific business and technician are legitimate, capable, safe, honest, respectful, and worth inviting into the home.

Certainty is the second-largest gap.

They need to believe the technician will inspect the complete dryer vent system, clean it properly, measure airflow, explain the process, show before-and-after proof, and identify any damage or deeper blockage.

What closes that gap? (Direct experience, proof, risk reversal, etc.)

A clear Google Ad-to-landing-page message match.

A strong local signal in the ad, headline, imagery, service areas, and phone number.

Real photos and videos of technicians performing the work.

Real before-and-after vent photos and videos.

Four to five edited customer video testimonials.

Verbatim testimonial sections showing patience, communication, punctuality, cleanliness, comfort, and proof.

A warning-sign section that accurately describes what the homeowner is experiencing.

Straightforward explanations of whether the problem is likely the dryer or the vent.

A clear explanation of the full service process.

A legitimate inspection checklist covering the vent line, exterior exhaust, visible damage, lint buildup, airflow, and safety concerns.

A clear \$79 entry offer with an accurately defined scope.

Offer language:

"Includes dryer vent inspection, complete standard vent cleaning, exterior exhaust inspection and cleaning, airflow check, and before-and-after proof. If we find a deeper blockage, damage, or system issue, we'll show you first before any additional work."

No additional work performed without the homeowner's approval.

The entire process explained before tools are brought into the home or work begins.

Technician call one hour before arrival.

Arrival within the agreed time window.

Clean shoe covers, protected tools, respect for the property, and complete cleanup before leaving.

Fast response: ideally within 15 minutes and no longer than one hour for submitted leads.

A satisfaction guarantee that the business can genuinely uphold.

Professional, visually consistent branding and page design.

Realistic imagery that makes the technician appear clean, calm, capable, friendly, and safe to allow into the home.

An owner-led story built around responsibility, precision, communication, and attention to detail, using only truthful and verifiable background claims like private pilot.

Clear FAQs that answer the next question appearing in the homeowner's mind.

Repeated but non-aggressive call CTAs throughout the page.

One dominant conversion path: call now.

All trust claims, identities, credentials, ownership statements, testimonials, images, guarantees, and experience claims must be truthful and supportable.
