

5 **Secret** Strategies your competitors **Don't** want you to know!

How to create a never ending client acquisition system.

Just imagine, your solar Installation company is at the forefront of the renewable energy push in India, your passion for sustainability & drive to have a positive impact on our environment has finally borne fruit. Through innovation you have transformed the face of the solar industry in India as we know it today! Sounds like something out of a dream?

Well I am here to tell you that this can be your reality!! And if you follow these 5 Secret strategies, you can get a lot closer to that goal.

Why are we giving these strategies away? (Total value - \$13,500)

My team and I, here at Krystal Advertising have come to a realization that in today's world having a strong digital presence is not only a must have but is also the only factor that differentiates the market leaders from the others. We specialize in the solar industry and have conducted extensive research on what really moves your customers, how to satisfy their primal wants and in the process, provide them with so much value that when they think of solar, your company name is on the tip of their tongue.

The 5 Secret strategies that follow are just a taste of what we offer to our clients and even if you do nothing else but follow this script, you will be 10x further & better than you are today.

Sounds like something you want to achieve? Let's get started



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Step 1 - IDENTIFY YOUR DREAM BUYER (value - \$2000)

Let me first introduce you to a concept that is The Larger Market formula. This concept divides the market into 3 types of people:

- 1. **The Buy Now type [3%]:** These folks know exactly what they want and are actively looking to purchase the best available product to satisfy their wants. (These are the people majority of the advertisers target)
- 2. **The Problem Aware Type [37%]:** These people are distributed into 2 categories: (a) information gathering (b) problem aware. They are either gathering information or are aware of their problem.
- 3. **The Clueless Type [60%]:** These are my favorite of the bunch. You might be wondering why on earth would I prefer people who have absolutely no idea what they are looking for? This is because once you implement all the steps that I've provided, you will make them go 'Shut up & take my money'



Now, once you have a firm understanding of the **Larger Market formula**, you must then uncover your 'dream buyer's' deepest needs, desires, their pain points, their frustrations and understand how they think and feel.



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A gist of the type of questions that we have implemented in order to help solar installation companies like yourself discover their dream buyer include:

- Q. Where does your dream buyer congregate?
- Q. Where platforms do they use frequently and which do they prefer over others?
- Q. What pain points/frustrations do they have that keeps them up at night?
- Q. What do they desire, dream about that you can fulfill?



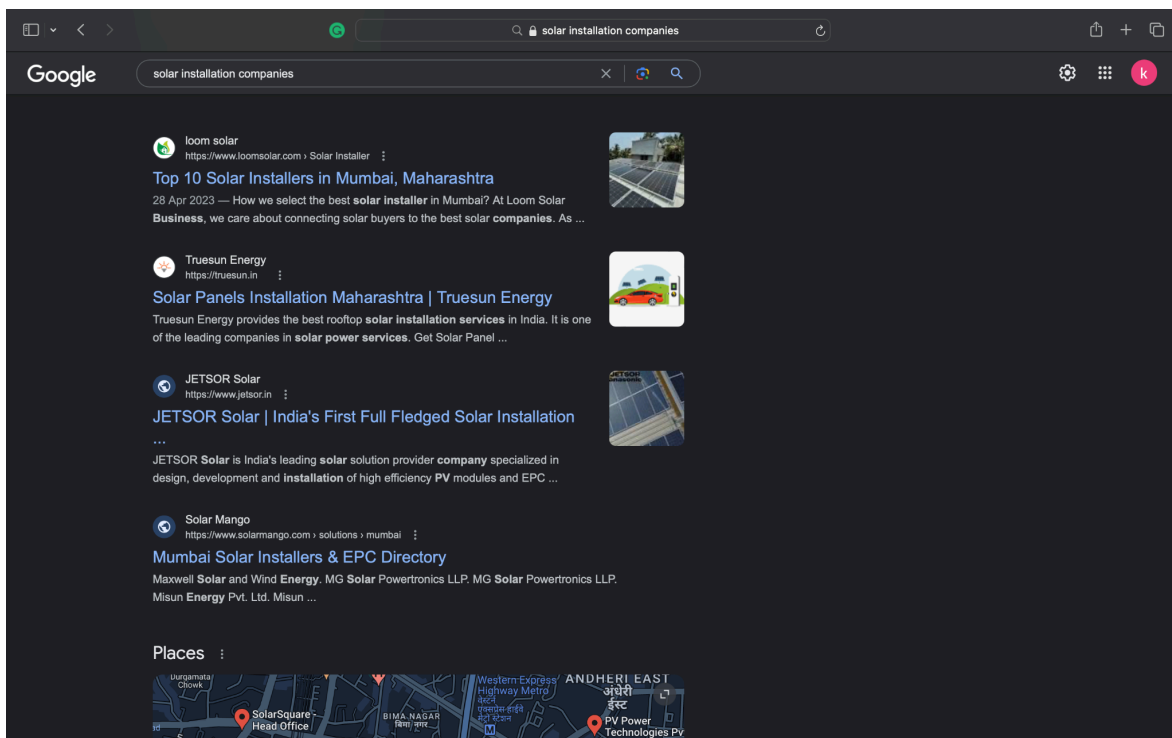
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Step 2 - HOW TO MAKE STRANGERS GO FROM JUST LOOKING TO “SHUT UP AND TAKE MY MONEY!”

(value - \$5000)

Let's do an experiment together - Let's type on Google 'solar installation companies', and look at all the results you are getting. You are probably looking at your screen that looks something like this right now



It is not hard to notice a theme here. At a glance, you immediately see words like 'best rooftop installation', 'leading solar installation' or 'best solar installer in Mumbai'.

All these adverts are very generic & boring, not to mention something that will definitely NOT make a stranger say “Shut up at take my money”

What to do then?



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The secret of success is **Educate your audience**. The more a customer knows the more likely he/she is to buy - it's as simple as that.

Having FAQs on websites, running marketing campaigns to provide information to your target audience and not sell to them. How often do you see someone view an ad and then immediately purchase the product/service? Almost never. **The purpose of an ad is to “sell-the-click”**, i.e, just to build up intrigue and curiosity that then forces the prospect to undertake a **CTA (Call-to-action)**.

For **example**, My team and I have conducted thorough research and found out the burning questions your customers have on their mind today. A few of them are listed below:

- Q. Do Solar panels work at night?
- Q. How do Solar panels work?
- Q. Can Solar panels power a whole house?

These are some of the basic questions circulating over the internet and we can leverage this by creating ad campaigns whose only purpose is to educate your target audience & spread public awareness. Why do this? As we saw in Step 1, 97% of your audience are not active buyers, which means they are looking for more information, they are looking to know why this product/service is better for them? And by providing value through our ads and satisfying their burning questions, we not only gather a wide customer base but also place your company as a respected and trustworthy entity in comparison with your competitors.



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Step 3 - CREATE THE PERFECT BAIT FOR YOUR PROSPECTS (value - \$2000)

This is done through an **HVCO (High-Value-Content-Offer)**. In simple terms, the goal of a HVCO is to offer your prospects incredible value upfront without asking for a sale in return. After following the first 2 steps, you will now have prospects who are genuinely interested in your solar panel installation services. However, this still does not mean that they are completely sold, they trust you a little bit more but now you have to show your worth.

A HVCO comes in many forms like free consultations, ebooks, reports, interviews, quizzes etc. For the solar industry, you want to focus on removing any doubts your consumer has about your services and here you can offer them your previous case studies, a solar ROI calculator or even a template explaining how the entire process would look for them.

The 3 rules that an HVCO must follow are:

- (a) Create an attention grabbing headline
- (b) Answer your prospect's burning questions
- (c) Do not over complicate it, sometimes keeping it simple works best.

Keeping the above rules in mind, what you **DO NOT** want to do is keep selling your services to the prospect - the main point of an HVCO is to write about them (prospects), you want to show them how your services will benefit them and not only solve their problems but also help them reach their desired goal.

The most important thing to remember in this step is that you want your prospects to think 'If this is what they are giving away for free, imagine how much value I can get out of their paid services' There should not only be a perceived high value associated with your offer but it must also deliver on that promise.

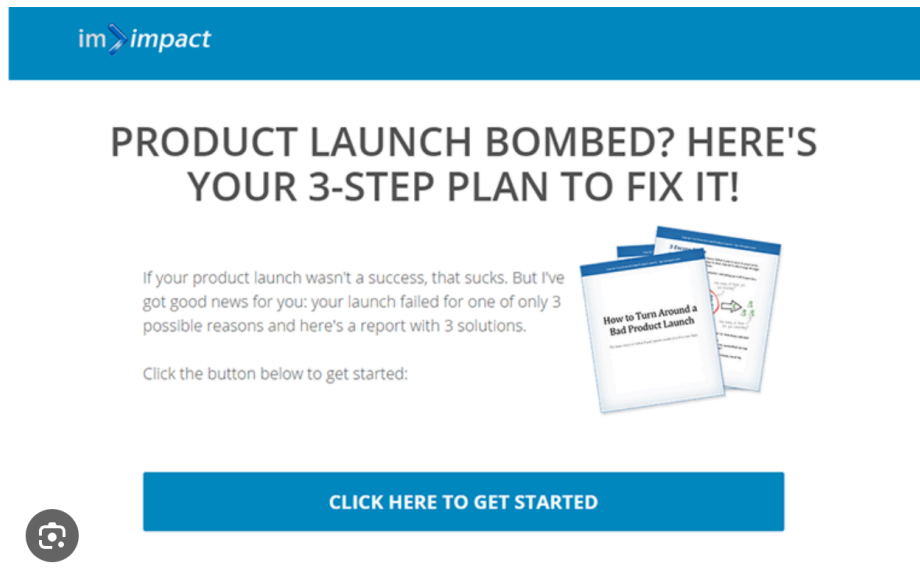


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NOTE - In order to make the most out of an HVCO, you would want to create a killer **Opt-In Page** that can collect the prospects' contact information before they get access to the content. This way, you not only provide immense value but also get their contact details which will be crucial for the steps that follow.

The **example** provided below is a HVCO that I personally like and is something we can implement for your company.



The screenshot shows an Opt-In Page for 'im>impact'. At the top left is the logo 'im>impact'. The main heading reads 'PRODUCT LAUNCH BOMBED? HERE'S YOUR 3-STEP PLAN TO FIX IT!'. Below this, the text says: 'If your product launch wasn't a success, that sucks. But I've got good news for you: your launch failed for one of only 3 possible reasons and here's a report with 3 solutions.' To the right of this text is an image of a report titled 'How to Turn Around a Bad Product Launch'. Below the text is a call to action: 'Click the button below to get started:'. At the bottom center is a large blue button with the text 'CLICK HERE TO GET STARTED'. In the bottom left corner of the page is a small circular icon with a camera symbol.



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Step 4 - NURTURE THE CLIENTS WHO TAKE ACTION

(value - \$1000)

At step 4, you have prospects coming in through your ads, you have perfected your HVCO and people have downloaded it in exchange for their contact information. You want to integrate a form that asks your prospects' contact information (generally email id, phone number) before they can access the HVCO; this way you now have a tool through which you can reach out to them.

Step 4 is all about reaching out to the prospects who have downloaded your offering and now you know are more likely to purchase your services. This way, you **minimize the risk of your outreach** not working as they have already shown keen interest in what you have to offer.

The two methods to do this are sending emails and calling your prospects. You can now send them an email or call them, inviting them on a call with you where you can further explain how you can implement whatever you discussed in your HCVO for them and tailor it to their needs.

The call is the main CTA of the outreach. Again, you are continuing to provide value by further helping them out to better understand how exactly we can help them. It's almost as if holding a child by the hand and helping them navigate their personal digital world.

This call is where you will offer your **Irresistible offer** (next step) and make it impossible for the prospect to say no. [How to master the sales call is one of the BONUSSES you get working with us]



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Step 5 - THE IRRESISTIBLE OFFER (value - \$2500)

Finally, this last Step 5 is what will make or break your company. It won't matter if you nail everything else up to this point if you cannot get this one right. Your offer is the bread & butter of your business, it is what will differentiate you from your competitors and especially in today's growing and highly competitive solar industry, it really is a boost.

How we go about creating the irresistible offer is simple yet profoundly effective.

- 1) We first **create a list of our strengths/features** and how this directly benefits our target audience. Now, since you already know the biggest pain points of your prospects from Step 1, you can then categorize these as what strength/feature of mine solves their biggest problems. Now you have a USP (unique selling point).
- 2) We then imagine the **best possible outcome our client** can possibly imagine to get from our services and then we work backwards to then make our offer realistic and actually something we can deliver on.
- 3) We **add a guarantee** of sorts, little something that removes the risk of buying from the prospect on to us. We prefer to put ourselves under pressure as we now have to deliver on our guarantees.

Once you master your Irresistible offer, you are practically unstoppable and that confidence will flow through everything you undertake.

To summarize , your offer should be perceived as bold & confident, you really know what you are doing and you are willing to bet your house that purchasing your service will only benefit them. You want to make it feel like only a fool would reject your offer and you add the guarantee to sweeten the pie.



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