



The only marketing program in the world designed specifically for Auto Workshop Owners with word-for-word scripts, templates and systems for generating between \$20,000 and \$200,000 per month in appointments, service and product sales

## **7 - Step Process to Fill Your Auto Workshop**

### **1: Create a headline that is captivating!**

The BIG question to answer...

“What’s this guy’s day like?” and what will solve is pain or give him pleasure?

**NOTES:**

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## **2: Offer such outrageous and amazing value that the targeted reader of the advertisement will feel worse if they don't take up the offer, than if they do!**

BIG questions to answer...

- How can you offer unmatched value in your industry?
- Big offers get big responses, little offers get wimpy responses....
- "Where's the drama?"
- "Where's the big idea?"
- "What am I really selling?"

**NOTES:**

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## **3: Proof - testimonials**

BIG questions to answer...

- "What do my prospects want to hear my happy, satisfied, ecstatic customers say... Record your happy clients saying it!
- "What's the main dominant emotion my market feels before they get their car serviced and then what they feel after?"

**NOTES:**

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#### **4: Guarantee – make it big, bold and ballsy!**

BIG question to answer...

- “What is the fear that customers of my industry feel and what guarantee can I give to counter that fear for them?”

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#### **5: Turn features into benefits and benefits into emotions and write what people think about when they sit up at 3 AM in the middle of the night!**

BIG question to answer...

- “What is on your auto client target customer’s mind RIGHT now?”

**NOTES:**

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## 6: Scarcity

BIG question to answer...

- “What will your target customer NOT want to miss out on and how is the best way to get them OFF THE COUCH to contact you NOW... Limited number, limited period of time, first in best dressed....”

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## 7: Call to action – Call now, ring now, act now... what ever you do... you must do it now!

BIG questions to answer...

- “How do your target customers want to be encouraged to take up and offer?”
- “How do you get them to just do it?”

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# AND HERE IS YOUR \$497 GIFT!

<https://calendly.com/automechanicmarketing/45min>

**45 Minute “Fill Your Auto Workshop with service appointments” Strategy Session**