

## [MARK BUILDS BRANDS] Offer Brief – Solar Save Ltd

### Potential Product Name Ideas:

- Solar Save Smart Roof Report
- The Roof Return Calculator
- Solar Save Instant Estimate
- Solar Clarity Tool
- The Energy Escape Planner

### Level of Consciousness: Low to Medium

- Prospect is painfully aware of rising energy costs but unsure what to do about it.

### Level of Awareness:

- Problem Aware → Somewhat Solution Aware
- They've heard about solar but associate it with scams, cost, or confusion.

### Stage of Sophistication:

- Moderate. They've seen solar ads before and may have explored grants or offers but haven't taken action.

### Big Idea:

- Your roof could be your greatest untapped asset — find out what it's worth with zero pressure.

### Metaphor:

- "Your roof is like an unused income stream — just waiting to be switched on."

### Potential UMP (Unique Mechanism of the Problem):

- Most UK homeowners are flying blind — they don't know their roof's solar potential, so they do nothing and stay trapped in energy inflation.

### Potential UMS (Unique Mechanism of the Solution):

- Our calculator gives a tailored, postcode-level estimate using roof angle, sunlight, and usage data — all without triggering a sales call.

### Guru:

- Not guru-led. The brand is the guide — friendly, local, and focused on clarity, not hype.

### Discovery Story:

- After watching neighbours get ripped off or overwhelmed by sales teams, we created Solar Save to flip the script: a simple tool that gives power back to homeowners. It doesn't sell — it shows.

### Product:

- Free, no-pressure solar savings calculator that acts as a lead qualification tool. Leads are nurtured through education before any consultation is offered.

### Potential Headline/Subheadline Ideas:

- **Headline:** "How Much Could Your Roof Be Saving You?"  
**Subheadline:** "Use our free calculator to find out — no phone number needed."
- **Headline:** "Your Roof Could Be Worth Thousands"  
**Subheadline:** "Instant estimate. No sales calls. Just clarity."
- **Headline:** "Stop Guessing. Start Saving."  
**Subheadline:** "Discover your solar savings in 30 seconds — totally free."

### List All Objections You Can Think Of:

- "Solar won't work in the UK."
- "My house probably isn't suitable."
- "This is just a trap for a sales call."
- "It's going to be expensive."

- "I've heard horror stories."
- "We don't get enough sun."
- "This is probably a scam."

### Belief Chains (What Does the Prospect Have to Believe to Convert?):

1. Solar panels *can* work in the UK.
2. My roof might be more suitable than I think.
3. I won't be pressured or pitched — it's just a tool.
4. I deserve to know what's possible.
5. If the savings make sense, I'll look further.
6. Using this calculator doesn't lock me into anything.

### Funnel Architecture:

1. **Meta/Google Ad** → High curiosity hook (e.g. "What's Your Roof Worth?")
2. **Landing Page** → Calculator with no-obligation promise
3. **Instant Results Page** → Nurture CTA (download, education, or "want a full breakdown?")
4. **Email/SMS Nurture** → Objection handling, case studies, social proof, and soft consultation invitation
5. **Retargeting Ads** → FOMO, urgency, cost of inaction, proof-driven angles

### Potential Domains:

- solarsave.ltd (✅ primary)
- roofreturns.co.uk
- energysmartquote.co.uk
- solarpotentialfinder.com
- getsolarfit.co.uk

### Examples/Swipes:

- Octopus Solar landing pages
- Compare the Market "quote" flows
- Credit Karma-style "instant score" UX
- High-performing calculator tools in finance, broadband, or insurance

### Other Notes:

- Trust, transparency, and ease-of-use are everything
- Avoid high-pressure or "too good to be true" messaging
- The calculator is the product — everything else is the follow-up