

# WASHED IT YESTERDAY - SCRIPT 01

## BODY

That's probably the most annoying part about keeping a car clean here. Snow melts. Roads get wet. Dirt gets kicked up. And suddenly your fresh wash is gone. Ceramic coating makes that grime easier to wash off and your car easier to maintain. Click the link below.

## HOOKS

1. You ever wash your car... then [Area] weather makes it dirty again the next day?

# THE DIRTY BOTTOM HALF - SCRIPT 02

## BODY

You know exactly what we're talking about. The doors, bumper and back of the car get covered in road grime almost immediately. Ceramic coating gives the paint a slick surface so all that mess is easier to clean off. Simple as that. Click the link below.

## HOOKS

1. Does the bottom half of your car stay dirty all winter?

# I'LL WASH IT LATER - SCRIPT 03

## BODY

You keep waiting for a nice day. Meanwhile the dirt and road grime keep building up. Ceramic coating doesn't keep your car magically clean. It just makes cleaning it WAY easier when you finally get around to it. Click the link below.

## HOOKS

1. "I'll wash it when the weather gets better." [Area] drivers say this for like three months straight.

# THE CAR WASH LOOP - SCRIPT 04

## BODY

Keeping a car clean around [Area] can feel like an endless cycle. Ceramic coating creates a slick, hydrophobic surface that makes dirt and grime harder to stick and easier to remove. So maintaining your car doesn't feel like such a chore. Click the link below.

## HOOKS

1. Wash the car. Drive for three days. Wash the car again. Sound familiar?

# THE RANDOM SNOW DAY - SCRIPT 05

## BODY

That's [Area] for you. And once the snow melts, all that wet road grime ends up right back on your car. Ceramic coating makes the cleanup afterward much easier. Because we definitely can't control the weather. Click the link below.

## HOOKS

1. Nothing like washing your car... Then seeing snow in the forecast the next day.

# THE DUSTY CAR - SCRIPT 06

## BODY

You don't even have to drive anywhere. Leave it outside for a few days and there's already a layer of dust on it. Ceramic coating gives your paint a slick surface that makes regular cleaning and maintenance easier. Especially if your car spends a lot of time outside. Click the link below.

## HOOKS

1. Does your car somehow get dusty just sitting there?

# THE "I LIKE IT CLEAN, I JUST DON'T LIKE CLEANING IT" ANGLE - SCRIPT 07

## BODY

That's actually one of the easiest reasons to understand ceramic coating. Your paint becomes slicker and easier to wash. Dirt comes off easier. And maintaining that clean look takes less effort. Click the link below.

## HOOKS

1. You like having a clean car. You just don't like cleaning your car. Fair enough.

# THE SATURDAY WASH - SCRIPT 08

## BODY

Wash. Dry. Clean up water spots. Go over the same areas again. Ceramic coating makes regular maintenance quicker and easier so you can get your car clean and get on with your weekend. Click the link below.

## HOOKS

1. There are better ways to spend your Saturday than cleaning your car for three hours.

# THE "IT NEVER STAYS CLEAN" ANGLE - SCRIPT 09

## BODY

Between [Area] dust, wet roads, snow and everyday driving, keeping your car looking good can be frustrating. Ceramic coating makes the surface slicker so contaminants are easier to remove. Your car will still get dirty. It's just much easier to get clean again. Click the link below.

## HOOKS

1. Some cars stay clean for a week. Yours stays clean until you leave the driveway.

# THE USED CAR YOU JUST BOUGHT - SCRIPT 10

## BODY

Maybe the car is two years old. Maybe it's five. That doesn't mean the paint can't look amazing. A proper detail, paint enhancement and ceramic coating can bring back the gloss and make the finish much easier to maintain going forward. Click the link below.

## HOOKS

1. Just bought a used car that's new to YOU? Make it feel new again.

# THE FRESHLY DETAILED CAR - SCRIPT 11

## BODY

A few drives later and the dust, dirt and road grime start coming right back. Ceramic coating helps protect that freshly detailed finish while making future washes easier. You already paid to make it look good. Make it easier to keep it looking good. Click the link below.

## HOOKS

1. Your car always looks amazing right after a detail. The hard part is KEEPING it that way.

# THE CAR LOOKS DULL - SCRIPT 12

## BODY

Sometimes you don't notice how dull the paint has gotten until the car gets properly detailed. Ceramic coating adds depth, gloss and slickness to the finish while making it easier to maintain. It's one of those differences you really notice once it's done. Click the link below.

## HOOKS

1. Your car isn't necessarily dirty... It just doesn't SHINE like it used to.

# THE "I'M NOT A CAR GUY" ANGLE - SCRIPT 13

## BODY

Maybe you don't know anything about detailing. Maybe you don't care about car shows. You just spent good money on your vehicle and don't want it looking beat up. That's enough. Ceramic coating makes protecting and maintaining your paint easier. Click the link below.

## HOOKS

1. You don't have to be a "car guy" to want your car looking good.

# THE WEATHER APP ANGLE - SCRIPT 14

## BODY

"Should I wash it today?" "Is it going to snow tomorrow?" "Is it going to rain?" "Maybe I'll just wait." Ceramic coating doesn't fix [Area] weather. But it DOES make your car much easier to clean after the weather changes its mind again. Click the link below.

## HOOKS

1. [Area] drivers check the weather before washing their car like it's a major life decision.