



The Looped guide

What Looped does, step by step.

You answer questions about your business.
It writes your marketing, in your words.
It shows you why.

Every example inside was written by Looped's own tools, for one example business, so you can see exactly what you get.



Three things stop most small businesses.

01

Posting is on and off.

You know what to say on a good week. Most weeks are not good weeks.

02

The wrong people see it.

Likes from friends and other owners. Not from people who buy.

03

They look, but they do not book.

People visit, read, even message. Then nothing.

Looped fixes all three in the same order, every time. Six steps.

1

You answer
ten plain questions

2

Who it is for
your customer, drafted

3

Your voice
learned from your writing

4

It writes
posts, ads, emails, DMs

5

Your numbers
where people drop off

6

Next month
adjusted, not guessed

MEET THE EXAMPLE

Saltbush Kitchens is a made-up kitchen renovation business. It sells one thing first: a free design consult at the customer's home. Its sale is a booked appointment, the same as a clinic, a consultant or a tradie.

We gave Looped its answers and ran its writing tools. The next pages show what came back.



BUILT BY MADDY AVERY

The method behind Birdcage's agency work, built into a tool you run yourself. Masters in Communication Management. Guest lectures business and MBA students at James Cook University.

11

years in her own business

16

countries The Full Library was sold in

50+

years of marketing across the team

1

STEP ONE

You answer ten questions.

About your business, in your own words. Nothing about marketing.

Who are your favourite customers to work with?

Families who have lived with a kitchen that does not work for years and want it done once, properly

What matters most when someone decides to trust you?

Reliability. They have heard renovation horror stories and need proof we finish on time and on budget

Who is this NOT for, and what do you refuse to do?

People shopping for the cheapest quote, and anyone who wants it done in two weeks

+ 7 more, just as plain

2

STEP TWO

It works out who you are talking to.

Your customer, drafted from your answers. Not a template avatar. How they think, what turns them off, and what makes them trust you.

YOUR BRAND STRATEGY

SALTBUSH KITCHENS · EXAMPLE BUSINESS

AUDIENCE LENS

Security & Trust

These are families who have put up with a kitchen that does not work for years, often three or more, and who have heard enough renovation horror stories to be wary of anyone promising speed or a bargain. They decide based on proof, not promises: a tradesperson who turns up, measures, and gives a number on the spot reassures them more than a glossy brochure ever could. They are turned off by pressure, urgency, or vague answers about cost and time, because that is exactly what went wrong for people they know. ...

POSITIONING

Saltbush Kitchens builds your kitchen once, properly, so your family stops thinking about it and starts living in it.

THE PROBLEM YOU OWN

Your kitchen has been annoying you for years, and every renovation story you have heard ends in blown budgets or missed deadlines.

Got your customer wrong before? Change one answer and run it again. Everything you make after that uses the fix.

3

STEP THREE

It learns how you actually sound.

Paste two or three things you have already written: a caption, an email to a customer, a message. Looped names your habits, then writes everything else wearing them.

YOU PASTE IN SALT BUSH KITCHENS · EXAMPLE BUSINESS

Two design consults left in November. If your kitchen has been annoying you for three years and you keep saying next year, this is next year. We come to you, measure up, and you get a rough number on the spot. No obligation.

Hi Priya, thanks for the photos. Honestly the layout is fine, it is the storage that is letting you down. I would not move the sink. Moving plumbing is where budgets blow out and you do not need to. Happy to show you what I mean when we come out Thursday.

YOUR VOICE, NAMED

WRITTEN BY LOOPED

Never contracts a negative

Writes "do not", "would not", "is not" every time, even in a quick message to a customer like Priya. Gives everything a slightly formal, clipped edge even when the content is casual.

Opens on the fact, not the greeting

Starts with "Two design consults left in November" before any pitch, and starts the flat-pack story with "People always ask why we do not do flat-pack" rather than easing in.

Admits the failure before the win

Says "We did for a year" about flat-pack, then "we were back six months later fixing doors", before getting to what changed. Does not skip past the part that makes them look bad.

This is why the copy on the next pages does not read like AI. It reads like the owner, because it was built from the owner.

CONTENT PILLARS IT SET, FROM THE STRATEGY

Built once, properly

Storage is usually the problem, not the layout

Not the cheapest quote in the room

No obligation, just a number

Workshop-built, not flat-pack

It writes the copy. Not just the plan.

Posts, video ideas, emails and messages. In your voice, ready to copy and paste.

YOUR CONTENT, WITH THE HOOK ALREADY WRITTEN

REEL Built once, properly

Three years of annoyance is long enough

If your kitchen has been annoying you for three years and you keep saying next year, this is next year. We plan every stage before a single cupboard comes out, so the finish date we give you is the date you get. No second ...

STORY

Storage is usually the problem, not the layout

Honestly, the layout is fine.

Most kitchens we measure do not need a different shape. They need drawers built for what the family actually owns, not what the showroom display had. We open every cupboard and ask what lives in it before we draw a single line. ...

EMAIL

Not the cheapest quote in the room

The lowest quote almost never includes everything

Three quotes for the same kitchen can land thousands apart, and the gap is usually what got left out. A low number that does not include electrical work, deeper cabinetry or finishing detail looks fine until those invoices turn up ...

10 ideas came back for Saltbush Kitchens, across its 5 pillars. You set the goal. Looped plans a month of posts around it. Works on any platform.

S

Saltbush Kitchens

Sponsored

Your kitchen has been annoying you for years. Every renovation story you have heard ends the same way: blown budgets, missed deadlines, doors hung twice. We come to you, measure up, and give you a rough number on the spot. No obligation.

YOUR PHOTO HERE

No obligation, real number

We measure up at your home and quote on the spot.

Book now

FIVE META ADS, EACH SELLING THE CONSULT A DIFFERENT WAY

01 Identify the pain point

No obligation, real number

02 Highlight the transformation

Built once, not twice

03 Create urgency

Two spots left in November

04 Use vivid imagery

Two design consults left in Nov

05 Focus on the benefit

Built once, properly

Only if you want to pay for ads. Everything else in this guide works without them.

From a comment to a booked call.

This is where most businesses leak. Somebody shows interest, and nobody follows up properly. Looped writes the follow up.

Instagram DMs · Saltbush Kitchens · example business

QUOTE

Hi [First Name], you asked about a free design consult. We come to your place, measure up, and give you a rough number on the spot.

We do not send quotes over the phone, we come and measure first. Reply with your suburb and a good day for a visit, and we will lock in a time.

Has your current kitchen been annoying you for over a year, or is this a new build?

Day 1 [First Name], one thing we tell every family before the consult: do not move the sink. Moving plumbing is where budgets blow out, and it rarely changes how the kitchen actually works day to day.

YOUR WELCOME EMAILS

1 Your checklist is here

Immediately

2 Why we stopped doing flat-pack

3 to 4 days after the first email

3 Two design consults left in November

3 to 4 days after the second email

Why we stopped doing flat-pack

Three years. That is how long most people live with a kitchen that does not work before they do anything about it.

The drawer that sticks. The bench that is wrong for how you actually cook. The cupboard nobody can reach without pulling everything out first. You tell yourself next year.

People always ask why we do not do flat-pack. We did for a year.

The jobs looked fine on install day. We were back six months later fixing doors.

...

Also in step four: **Your website plan** (every page and what it must say), **Your proof** (the proof you have and the proof you are missing) and **Your look** (your colours and typefaces).

5

STEP FIVE

It reads your numbers back to you.

Nine numbers off your phone, once a month. Looped shows which stage of your funnel is leaking, in plain words. Yes, even for non-numbers people.



Example numbers, made up for the illustration.

YOUR FUNNEL, THREE STAGES

SALTBUSH KITCHENS · EXAMPLE BUSINESS

Being found by people who have not heard of us

Get in front of families who have never heard of Saltbush Kitchens, before they are even shopping for a kitchen.

WATCH: VIEWS, PROFILE VISITS, WATCH TIME

Building trust with people who know us and have not booked

Turn warm followers into people who believe Saltbush Kitchens specifically, and put off anyone chasing the cheapest quote or a two week turnaround.

WATCH: NEW FOLLOWS, SAVES, COMMENTS, LINK CLICKS

Turning belief into a booked measure-up

Get people who already trust Saltbush Kitchens to book the home visit.

WATCH: ENQUIRIES, CONSULTS BOOKED, SALES

6

STEP SIX

Next month is built on this month.

Fix the weak spot, keep what worked, and go again. Nothing goes out without you. You check it, then you post it.

Your problem, and the tools that fix it.

01

Posting is on and off

Your content plan

Content ideas

Your voice

A month of posts against one goal, a standing bank of ideas with the hook written, all in your voice. You stop starting from a blank screen.

02

The wrong people see it

Your brand strategy

Your ads

Your website plan

Who you are for, and who you are not. Then ads and a website that speak only to them.

03

They look, but they do not book

Your funnel

Your DM flow

Your welcome emails

Your proof

Find the stage where people drop off, then the DMs, emails and proof that walk them to the booking.

AND THE PART A COURSE OR CHATGPT CANNOT DO

It asks first.

Generic AI writes from nothing. Looped writes from your answers and your strategy, every time.

It teaches as it goes.

28 short lessons, each on video, with a quick check at the end, so you know why each piece works.

It keeps everything.

Every output lands in one deck, in your colours. Yours for good.

Two ways in. Pay once. Keep it for good.

Foundations

A\$697

Your strategy, your voice and the whole method. This is the thinking. It does not write your posts, ads or emails yet.

- ✓ Your favourite self
- ✓ Your voice
- ✓ Your brand strategy
- ✓ Your numbers
- ✓ Ask the coach
- ✓ All 28 lessons, on video

Add the rest later, whenever you are ready.

WRITES THE COPY

The Full Library

A\$2,097

Everything in Foundations, plus every tool that writes your marketing. All fourteen tools, open the moment you pay.

- ✓ Everything in Foundations
- ✓ Your look
- ✓ Your funnel
- ✓ Your website plan
- ✓ Your content plan
- ✓ Content ideas
- ✓ Your DM flow
- ✓ Your proof
- ✓ Your ads
- ✓ Your welcome emails

GST included

Pay once

No subscription

Lifetime access

Use each tool up to 3 times, keep everything

See it for yourself.

Read lesson one in full, free, before you decide. No form, no email.

birdcagebusinessbuilders.com/looped

Questions? maddy@birdcagegroup.com

Saltbush Kitchens is an example business. Its outputs were written by Looped's tools from the example answers shown, and lightly trimmed for length where marked "...". Looped writes; you decide what to publish. Results depend on your business and what you do with it.