

Basic Avatar



Name: Michelle, 46 years old

Background Details:

Michelle is married with a husband and three kids. She has been loving the stay at home mom lifestyle and her favorite parts are when she gets to meet with her mom friends and spend time with them, as well as being able to spend time with her kids and watch them grow.

Day in the life:

Michelle wakes up in the morning around 6am and reads in her bed for half an hour. She finds this practice very relaxing and calming. Michelle then gets out of bed and brushes her teeth, washes her face, gets dressed, does her makeup, and brushes her hair. She then makes her coffee with oat milk and goes and gets her children up. Michelle then makes breakfast for everyone. Her husband, her kids, and her all eat breakfast together and talk to each other about the day. Michelle then waves her husband goodbye as he goes off to work and she goes and drives the kids to school.

Michelle then goes out with her mom friends, cleans up the house, reads in her backyard, and watches some of her favorite shows.

Michelle then cooks dinner for her husband, her kids, and herself. She finds this very relaxing and calming. They then all eat dinner together, talking about how everyone's day went. She then does the dishes and cleans the house one last time. She then takes a shower and watches a TV show with her husband for a few hours. She then goes to bed.

Generally, What Kind Of People Are We Targeting?

- Men or Women? - Women
- Approximate Age range? - 45-50 year olds, homeowners
- Occupation? - stay at home mom
- Income level? - \$120k/year household income
- Geographic location? - Los Angeles California

Painful Current State

- What are they afraid of?
 - **Michelle is afraid that her plants will get too hot, because this could cause them to die-** *"it does keep the soil temperature cool", "In the summer if you live in a really hot area, mulch is going to help keep that soil temperature cool. So it just kind of regulates the soil temperature a little bit so that your plants are happier and all the organisms in the soil are happier: like the earthworms, like the bugs, like the beetles, like the nematodes, like everything is a little bit happier avoiding the temperature extremes, and mulch will help that"*
 - **Michelle is afraid her plants will run out of water and die, causing her to lose her beautiful plants she loves -** *"Is preventing evaporation of the soil. So if you don't have mulch and they you have a very hot day, what's going to happen is your soil is going to dry out, and it gets to the point where its called "hydrophobic" which means the soil is so dry, even when you water it the soil doesn't want to take up that amount of water. So it's kind of like a never ending cycle, it's so dry that it's hydrophobic and because it's hydrophobic you can't get away from it being so dry"*
 - **Michelle feels that her garden isn't as good as her neighbors/other mom friends, and feels a lack of status for being a bad homemaker**
- What are they angry about? Who are they angry at?
 - She is sometimes angry that she feels so overworked and overwhelmed, she is angry at her kids for being so difficult to work with.
- What are their top daily frustrations?
 - **Having weeds pop up all around her garden, all the time. This frustrates her because they seem to never go away and are always popping up again.**
 - **Having to shovel, be bent over for long periods of time, and wearing out her**

body gardening - "I don't want a big pile of wet mulch in my front yard at this time", "It is heavy, these bags of mulch their kind of waterlogged because of all the rain we've been having and you know I'm pretty of strong but I am having trouble picking these guys up, so I am going to get my workout in for sure.", "oh boy, we've got some work to do", "boy am I glad that's done"

- What are they embarrassed about?
 - She is embarrassed that her garden looks bad - "It's looking a bit sad"
 - She is slightly embarrassed that her garden currently takes up so much water and isn't drought tolerant, she now wants to go ahead and renovate her garden and is using mulch to do so.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - She feels good knowing that her garden will look great very soon, and she dreams about how good it will look and how relaxing it will be to read in. Other people think she is higher status and that she has great taste as a result of renovating her garden.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - This is long overdue, I really need to make my garden pop a bit more and make it drought tolerant. I never realized but my grass lawn is taking up tons of water!
- What is keeping them from solving their problems now?
 - She doesn't want to have to do all the physical work of choosing a mulch, going out and picking it up, and then installing it, especially when she has so much on her plate as a stay at home mom.

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - Her garden would look beautiful - "not only does it make everything look nice and beautiful", "doesn't everything look really pretty", "pretty poppin"
 - She would know her garden is drought tolerant, this would make her feel like she's doing her part and is helping nature - "drought tolerant and beautiful!"
 - She would know her plants are going to grow tall and strong and smile at her future visions of the garden - "So growing vegetables takes away a lot of goodness from our soil. Mulching is a really easy and effective way of putting

- all that goddess back into our soil ready for our next crop.”
 - She wouldn't have lots of birds and butterflies in her garden
 - “wow, that was awesome! First time ever seeing a swallowtail, in our garden. That was incredible!”,
 - Her kids would go outside and play with the dog outside
- Who do they want to impress?
 - Michelle wants to impress her in laws, her mom friends, and her husband with how good she is at taking care of their house.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - She would feel relaxed as she relaxes outside
 - She would be able to expand her garden further, without risking the new plants dying - “now this whole new area now has the potential to grow so much more food!”, “Now with all these woodchips down all over everything, that means we can really plant wherever we want here, all we need to do is pull aside the woodchips, plant into the soil, and we'll be good to go! So that is just the easiest way to start building your soil and get going on it. I have so many ideas of new fruit tree guilds I want to grow here, I have a long list of stuff I need to figure out”
 - Her kids would play outside in the garden with her dog, this would make her happy to see her kids happy and enjoying something she gave them.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - I'm loving this new space. We've been enjoying this space so much, it just feels so much more comfy and lovely than before. We've been spending 90% of our free time out here!

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - Michelle believes that it is crucial the organisms are healthy so that the plants are healthy - *“and all the organisms in the soil are happier: like the earthworms, like the bugs, like the beetles, like the nematodes, like everything is a little bit happier avoiding the temperature extremes, and mulch will help that”, “we want the worms to come, eat as many things in the soil as they can, and then poop it out, it's the worm poo that's really valuable to the soil”*
- Who do they blame for their current problems and frustrations?
 - She blames global warming for their plants not being as strong and healthy outside
 - She blames her busy schedule of being a mom for not having the time to garden

herself

- She blames terrible right-wing people for not helping slow down climate change
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - No she hasn't, she just recently wanted to create a more water drought friendly environment in their backyard and therefore decided to go and mulch.
- How do they evaluate and decide if a solution is going to work or not?
 - If people with beautiful gardens recommend it - "This is the mulch that Robbie with visit our garden has. His garden is so beautiful you guys, and he was saying really great things about this mulch"
 - If it makes sense to her and she sees other people doing it successfully
- What figures or brands in the industry do they respect and why?
 - N/A, She isn't super into the whole gardening thing and maybe does a little bit here and there.
- What character traits do they value in themselves and others?
 - Being environmentally friendly, Being kind, being empathetic and thinking about more than just yourself
- What character traits do they despise in themselves and others?
 - Being self-centered, being unkind, being late, being disrespectful
- What trends in the market are they aware of? What do they think about these trends?
 - Michelle is aware that the transition to native plants and drought friendly yards is becoming more popular as California enters a bigger drought, she believes that it is her part to go and make sure and saves water by getting a drought friendly garden
- What "tribes are they a part of? How do they signal and gain status in those tribes?
 - Friends
 - Having a beautiful looking garden - "his garden is so beautiful you guy"
 - Large, vibrant plants
 - Aesthetically nice
 - Being a good mother
 - Being able to take care of the house well
 - In laws
 - Having a beautiful garden
 - Knowing lots about gardening
 - Being a good mother
 - Being able to take care of the house well
 - Husband
 - Being able to take care of the house well
 - Being a good mother

Where Is She Now?

Michelle has heard a little bit about mulch when she was researching drought tolerant gardening. She thinks she will incorporate it in her garden and is looking on how she'll do it. She just searched "mulch near me" on Google and clicked on the link to my website.

Sophistication - 5

Awareness - Michelle is solution aware, and knows about mulch as a solution.

Current Desire - 2

Certainty - 4

Trust - 0

Where Do I Want Her To Go?

I want Michelle to click and go ahead and submit her information to our contact form

Current Desire - 5

Certainty - 4

Trust - 4

What Steps Do I Need To Take?

Attention

1. This is what you're looking for

CTA

1. Call Now
2. Schedule Free Consultation

Trust

1. Top rated
2. Image of nice design they did
3. We create award winning landscape design → Curb appeal and value

Certainty

1. Experienced team → WIIFM

Trust

1. We take pride
2. 25 years
3. We always give professional service

We're the best

1. Fast
2. Skilled
3. Top Quality product
4. Great communication

Trust

1. 25yrs
2. We do it right → frame

Drop Cost

1. Introduce Offer

Value tease

1. Introduce all bonuses

Drop Cost

1. They're all free

Gaurentee

Scarcity

CTA

Desire

TIFM

1. Service areas
 - a. List on left
 - b. Map on right

Footer

1. CTA
 - a. Subscribe to our newsletter
 - i. Sign up to get news & updates
 - ii. Email
 - iii. Firstname
 - iv. Phone
2. Review us
3. Contact info
 - a. Email
 - b. Phone
 - c. Address

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Paradise Mulch

LA County's Mulch Delivery Specialist.

Check Out Our Summer Special!

And get access to four exclusive bonuses. Watch the video above or to learn more.

You'll Get The Most Beautiful Yard. Hands Down.

How are we so sure? Because mulch is all we do — from sunrise to sunset.

Meaning, we've had enough experience with mulch to know exactly what to do to make your yard the most beautiful one in your entire neighborhood.

(Insert images)

Get The Best Mulch.

You'll never get the "aged" store-bought mulch that breaks down after just one year, instead you'll get 100% natural, fresh mulch that'll keep your yard looking beautiful for 2+ years — securing you the most beautiful yard in the neighborhood for years to come!

Flawless Communication

Any day, 4am - 8pm, you can call, email, or text us with any questions and get an immediate response within 15 minutes!

#1 Most Reliable Mulch Delivery In Los Angeles County

You'll always get your mulch on time. In fact, we've never been more than one minute late to a single customer's home, so you can rest assured knowing your mulch will be delivered exactly when we say it will!

[Services Carousel]

Proudly Serving LA County

- [Beverly Crest](#)
- [Beverly Hills](#)
- [Century City](#)
- [Cheviot Hills](#)
- [Encino](#)
- [Hollywood Hills](#)
- [La Canada Flintridge](#)
- [Playa Vista](#)
- [San Marino](#)

- Santa Monica
 - West Hollywood
-

[Image of myself looking strong & confident + shot from below me] = Trust section

Summer Special: 1 Day “Mulch At Your Door” Offer

Get your choice of premium mulch delivered to and unloaded in your driveway, all in under a day, at 20% off!

Plus, get our Summer Bundle on the house!

Summer Bundle:

15 minute Accurate Video Estimate

Simply record a quick video of yourself walking around the areas you want mulched, specify which mulch you want, text it to us, and get an accurate estimate from a member of our team in under 15 minutes — No need to spend a full hour measuring your yard or wait days for us to come out!

(Normally \$73)

“I Want To Relax” Done For You Installation

We'll carefully spread your mulch exactly where you want it immediately after dropping it off — So you don't have to shovel, or wait days for another contractor to come out and do it for you!

(Normally \$783)

1-Year Monthly Yard Upkeep Program

You can call us out once a month for the next year to kill any pesky weeds in your mulched areas — Ensuring there's no way your yard won't look vibrant and beautiful!

(Normally \$997)

But the best part is, you'll also get our:

Run-Through-A-Fire Guarantee

Here's how it works: We're so certain we'll blow you away, that if by the time we finish installing your mulch you wouldn't run through a fire to keep it, we'll pay for any of our competitors to replace it to your liking.

Limited Spots Available

[Thing displaying spots available]

So contact us today, get your choice of premium mulch delivered at 20% off, get the Summer Bundle for \$0, and bring your vision to life!

Beautify Your Yard And Help The Environment!

Your yard will not only save water, making the plants, birds, and butterflies much happier, but it'll look extremely beautiful — creating a great environment to relax in after a long day, have your family or friends over for lunch, or have your kids play in!

VSL Script:

Hey, I'm Lucio, owner of Paradise mulch, and I'd like to introduce you to our: **Summer Special: 1 Day "Mulch At Your Door" Offer.**

You'll get your choice of premium mulch delivered to and unloaded in your driveway, all in under a day — at 20% off!

Now, no matter which mulch you choose, you'll only get fresh mulch, which normally lasts over twice as long as the "aged" mulch you'll find at most home improvement stores.

Meaning while you'd normally have to buy, transport, and spread "aged" mulch once each year... you'll only have to do it every two to five years with our fresh mulch — and you won't even need to transport it!

But because our summers sale is going on right now, you'll also get access to our separate Summer Bundle:

Now if you're looking to mulch your yard, you're going to want a way to know exactly how much you're going to need...

That's where our 15 minute Accurate Video Estimate comes in. It'll help you have a quick accurate estimate, literally less than 15 minutes now.

Traditionally, you'd have to wait several days for us to come out and give you an estimate — Forcing you to go several more days without the yard of your dreams.

However, with our 15 minute Accurate Video Estimate you can simply record a quick video of yourself walking around the areas you want mulched, specify which mulch you want, text it to us, and get an accurate estimate from a member of our team in under 15 minutes — No need to spend a full hour measuring your yard or wait days for us to come out!

Which is why we value this service at only a fraction of the time and money it took us to get a team to run from 4am-8pm, at \$73.

But there's more...

If you have a large yard, a bad back, or just don't smile at the thought of shoveling mulch for 8 hours straight on a hot summer day, then our "I Want To Relax" Done For You Installation is for you.

Normally, if you didn't want to shovel your mulch yourself, you'd have to wait a few more days for another landscaper, gardener, or handyman to come out and shovel your huge pile of mulch for you.

But now, with our "I want to relax" done for you installation, we'll carefully spread your mulch exactly where you want it immediately after dropping it off — So you don't have to break your back shoveling, or have to wait days for another contractor to come out and do it for you!

Which is why we value this service at only a fraction of our investment of time and energy, at \$783.

So not only are you getting our 15 minute accurate video estimate that'll save you several days of waiting for us to come out, but you're also getting our "I want to relax" done for you installation, that'll save you days of backbreaking work, or days with a massive pile of mulch in your driveway as you wait for another contractor to come by and deal with it.

But wait, there's even more...

If you're looking to make a long term commitment to beautifying your yard, and you want it to be weed free for months and months after you get your mulch, then our 1-Year Monthly Yard Upkeep Program is for you...

Traditionally, you'd have to spend \$75 each month to have a weed control service come out and kill all your weeds.

However, with our 1-Year Monthly Yard Upkeep Program, you can call us out once a month, for the next year after your mulch installation, to kill any pesky weeds in your mulched areas — Ensuring there's no way your yard won't look vibrant and beautiful!

Which is why we value this service at only a fraction of our investment of time and energy, at \$997.

So not only are you getting our 15 minute accurate video estimate that'll save you several days waiting for us to come...

But you're getting our "I want to relax" done for you installation, that'll save you days of backbreaking work, or days with a massive pile of mulch in your driveway as you wait for another contractor to come by and deal with it...

And our 1-Year Monthly Yard Upkeep Program that'll make sure your mulch stays beautiful and weed free for the next year!

Now all three of these services can easily save you 20 hours of shoveling mulch, and \$2,000 in weed killing services, and labor costs. Which is why I would have no problem charging you \$1,000 for our Summer Bundle...

But it's also why our Summer bundle is a bargain at not \$1,000, but \$750.

But consider this, if all this did was save you the stress of having to constantly weed your yard, save you an afternoon in the hot sun, or just get you your dream yard 3 days sooner, wouldn't it be worth it? We think so too.

Which is why it's an even bigger bargain, at not \$1,000, not \$750, but just \$250.

Because if all this does is let you relax for a few hours instead of having work, save you the stress of having to deal with multiple contractors, or just give you the peace of mind knowing your yard would look great months after your installation, wouldn't it be worth it?

We agree.

But because we want you to bring your vision to life as quickly as possible, without having to stress or break your back in the hot summer sun...

We're not going to ask you for \$1,000.

We're not going to ask you for \$750.

We're not even going to ask you for \$250.

We're going to give you our complete Summer Bundle, for a single payment of...

\$0.

The summer bundle is 100% free.

Meaning right now you could get an instant quote in under 15 minutes, sleep easy knowing your mulch will be installed quickly and efficiently without you lifting a finger, and relax knowing your yard will look beautiful for the next year...

But the best part is, you'll also get our **Run-Through-A-Fire Guarantee**.

Here's how it works: We're so certain we'll blow you away, that if by the time we finish installing your mulch you wouldn't run through a fire to keep it, we'll pay for any of our competitors to replace it to your liking.

But now that I've shared that, **I've got some bad news**.

The bad news is that we can only take on 7 jobs per week, and right now we only have a few spots left, which you can see just below this video, so make sure you contact us today and secure your spot, and bring your vision to life.

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