

Market Research

(In the past I took all testimonials I have seen and started splitting it to the Andrew's market research format)

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?** - 60/40
- **Approximate Age Range?** - 30-45
- **Occupation?** -
- **Income Level?**
- **Geographic Location?** - Big city in Poland

Life Quotes

- "How we got to our weekend house, which later became our planned retirement home."
 - "We received our house a year ago (March 2018), and moved in by April 2018. My wife, son (14 years old), and our house 'Kaszub' have been together for almost a year now—spring, summer, autumn, and winter (let's agree, it wasn't too bad)."
-

Painful Current State

What are they afraid of?

What are they angry about? Who are they angry at?

False Competitive Offers (First Impression)

- "In my opinion, local competitors fell short from the beginning by misrepresenting house sizes in their offers. With DMK, there was honesty from start to finish, even when it was less convenient."

False Competitive Offers (After Purchase)

- "No one told me that the flow heater is only suitable for summer (and it's more expensive than a boiler). Instead of lecturing me on why water condenses from the toilet, just start using lower flush tanks with styrofoam inserts. In the shower, a smaller shower faucet is enough, and everything's fine."

Competition Pushing Houses Relentlessly

- "I visited several companies producing similar houses, but unfortunately, I got the impression they only cared about selling, not about good cooperation with the customer."

Rude Customer Service

- "Very unpleasant man at the service desk. He sat there as if he was being punished, reluctantly giving information. Despite the yard theoretically being open during posted hours, it was closed, and the phone number on the gate wasn't answered. [...] An indifferent attitude towards a potential customer."

Poor Quality of Display Houses (Bad First Impression)

- "The frame construction underneath was heavily corroded with visible holes. The condition was terrible, with leaks visible on the ceiling. There was a hole by the window frame, like the walls were rotting. Hmm, I wonder what's hidden under the carpet—I suspect an unpleasant surprise. If you're heading there, I recommend checking the ceilings and walls closely."

Houses Falling Apart After Purchase

- "Today, I strongly advise against working with this company and even warn against it. The materials used in the bathrooms are of the worst quality. The furniture is also made from the cheapest materials. Don't fool yourself into thinking it's a year-round house. In many places, there's no insulation in the walls; they're full of holes like Swiss cheese. The house sits on wheels suitable only for a wheelbarrow, and I should mention that this structure weighs 14 tons! The sliding doors constantly break, and cold drafts come from the floor, which is not insulated in any way. The pipes from the bathrooms running into the floor are also not prepared for winter use. In May 2023, due to the carelessness of the assembly team, there was a hydraulic failure in the house, flooding part of the floor. This caused me not to be able to use hot water in the bathroom and kitchen for 7 months to avoid further flooding. Despite the house being winterized according to the manufacturer's instructions, the failure occurred. The issue was reported under a two-year warranty, with six months remaining before the warranty expired."

What are their top daily frustrations?

- Living in the city
 - "I just really wanted to get out of the city."

What are they embarrassed about?

- How to place a house on a plot?

- Dealing with moisture?
 - "Well, when it comes to moisture... I agree with Radek, it's not easy."

The effort required for traditional construction.

- "PS: I'll also add that we initially wanted a wooden house for our plot, but it turns out it's an organizational challenge. You have to provide the workers with accommodation, drinking water, construction water, a bathroom, etc., for several weeks, ending up with a developer-finished house."
-

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?

They want the company to solve EVERY problem for them; they don't want to worry about construction and details. They prefer to focus on aesthetics.

- "Thank you for every suggestion and solution, making the house both functional and meeting all our expectations. Your ideas and creativity have often exceeded our wildest dreams, such as the fireplace installation."
 - "A company with a team that patiently answers all questions and supports customers throughout the entire process. FULL CARE."
-

Who do they want to impress?

- Friends they spend time with
 - "We've been proud owners for a month, and both we and our friends are delighted."
- Neighbors
 - "Nowhere else in the market did I find such beautiful mobile homes. My house caused a real stir in my village :-)"
- Family
 - "We bought this house as a vacation home, and since then, we come here every weekend! :) It was a very good choice, and the whole family is happy!"

Winners Writing Process

Who Am I Talking To NOW?

- Men or Women - married woman
- Approximate Age range - 30-45
- Occupation - Florist (gardening services, etc.)
- Income level - 2k/m
- Geographical location - Poland, some big city like Warsaw

Where Are They At Now?

1. **Market awareness** - Solution aware(3)
2. **Market sophistication** - 5
3. **Current state** -
 - a. They are shocked in new prices of mobile home.
 - i. "That is NOT affordable. Tiny homes should never cost that much."
 - b. Lack of things from the dream state like freedom, peace, quiet, and nature. She doesn't feel extraordinary. She HAS TO change something in her life!
4. **Dream state** -
 - a. She wants financial freedom and a better quality of life.
 - b. She wants to have a choice. She wants to have a freedom
 - i. "You decide what you want to build"
 - ii. "Freedom"
 - iii. "It's yours"
 - c. She wants to feel extraordinary. She is different from everyone else. She wants to fulfill herself.
 - i. "It's not about the tiny house. It's about living your best life and continuing to grow as a human being."
 - ii. She wants to feel this vibe of being alone with nature, reading books with tea.
 - d. She wants to simplify her life.
 - e. She wants to run away from her old life. She wants experiences.
 - i. "Peace and quiet".
 - f. She wants to feel and live fancy.
 - i. Minimalism.
 - g. She wants to be surrounded by nature. Peace and quiet.
 - i. "The appeal of a tiny home for me is to have it sit in the middle of nature, not smushed up against other tiny homes."
 - h. She wants to feel cared. She doesn't want to feel lost and alone.
 - i. "The competent and friendly staff helped me a lot at the stage of choosing a cottage."

- ii. “The cooperation from the very beginning was 100%, at every stage we could count on help, advice and full professionalism.
We have had the cottage for three years now and you can always count on help
- i. She wants to surround herself with competent people.
 - i. “She is interested in everything that is not necessary and does not know the answer to a specific question, which is a waste of time.”
 - ii. “At this stage, I have only just received the offer and I am considering it, but I can honestly say that the offer is communicated very concretely, in detail and in a clear, accessible way that even a newbie can find his way around “
- j. She wants to feel safe in her home.
 - i. “The quality of the cottages produced by this company is excellent, with everything planned and fine-tuned as required.”

5. Roadblocks -

- a. Tons of law knowledge gaps - It completely intimidates her.
 - i. “Everyone wants to buy a bungalow, but the regulations are so stupid that people are at loggerheads over which plot of land can be used for such a bungalow.”
 - ii. “Hello, I've started thinking about building. I'm reading up on what and how and where to start and I'm already lost. What's the deal with building without a permit, but with a mere notification. What is the difference between having to deal with the paperwork before the first shovel is thrown in? The only thing I know is that you can start any work faster with a notification and there is a limitation of the area, but what else? Please help me as to what you think is better.”
 - iii. Price knowledge gaps
 - 1. “I have absolutely no idea of prices at the moment. I assumed that I would compare several suppliers, but for the moment I am trying to make a list. I understand that it's all about load capacity, I'm after a frame for a summer house anyway.”
 - iv. They are afraid of security and comfort of the cottage
 - 1. “It's because they tend to lose value rather than appreciate, and because there's a lot of misplaced stigma attached to them. Some of them are not well built and have climate control problems or fall into disrepair quicker.”

v.

- 6. **Solution/mechanism** - If they find a tiny home they like and they go through the processes necessary to buy that tiny home, then they will be able to reach dream state
- 7. **Product** -
Tiny homes, something like this.



a.

8. The product's strengths and weaknesses play into the value equation

a. Strengths

- i. Personal approach - small company.
- ii. They will do everything for you.
- iii. Easy webpage to contact. I mean, my design will have the best UX, I see some big mistakes in my competitors.
- iv. You could meet up with a owner and check this one project.

b. Weaknesses

- i. New in the market
- ii. Only one project in a portfolio

I explained my situation more in these Andrew's vials.

Where do I want them to go?

Tao of Marketing Levels

1. IS THE VALUE I'M GOING TO GET WORTH IT?

a. COST

i. Price

1. People pick tiny homes because they are more affordable. But this won't work, because his product is one of the expensive on the market.
2. I could just offer more, something like consultations, support etc. Lowering prices is gay.

ii. Effort

1. Generally, this is a HUUUGE problem. They are mainly afraid of law, home quality, everything!
2. I could create a process. Show that we will do everything for them.
3. Free consultation call after sending an email.
4. FAQ section to fix every roadblock. Show knowledge based on some certificates.

iii. Time

1. Home is building 4-5 months
2. Free consultation call after sending an email
 - a. A form will be super easy to use
 - b. We will explain a process.

iv. Sacrifice

1. Send an email to hop on a call - I think that this part is super clichy. I have the only idea to propose hours range.
2. Read page copy
 - a. I will add some buttons to scroll up to the main sections - contact and our homes
 - b. Copy will have many images, easy to read.
3. Also moving out will be a super sacrifice. New environment, new people etc.

b. CURRENT FEELING OF PAIN/DESIRE

2. DO I BELIEVE THE IDEA WILL WORK?

a. CERTAINTY THRESHOLD

i. Cost

1. This idea is super extreme. I mean, moving out etc. It looks super intimidating. I could only aikido it with huge identity plays, right?

ii. Personality

1. The owner will represent idea, he loves wood etc. Great store to increase belief.
2. Homes are build with wood. Super eco etc.

iii. Guarantees

1. No guarantees. Only free call.

b. CURRENT BELIEF THE IDEA WILL WORK

i. Logic -

ii. Science or Credible resource - Certificates and materials list that are super high quality.

iii. Social Proof - Show we have a network and we know many people.

iv. Demonstration of results - Home demonstration, some gallery with examples.

v. How closely the product/service is my personal situation - Show empathy during the consultation call. I don't know all the questions, but the best idea would be if I could handle these calls.

3. DO I TRUST IN THE COMPANY/PERSON SELLING ME THIS PRODUCT?

a. TRUST THRESHOLD

- i. Cost - New company. How to aikido it? Show expertise in FAQ, a few blog posts.
 - ii. Personality - Show personal story of a owner.
- b. TRUST IN THE COMPANY/PERSON SELLING
 - i. Familiarity and personal experience with company/person - personal story + you could check home in person and meet owner.
 - ii. Social Proof - The biggest problem. No testimonials.
 - iii. Other person you trust vouches for them - The biggest problem. No testimonials.
 - iv. Primal Leadership Indicators - owner is a leader and he will lead you to your success
 - v. Official certification or qualification - we have high quality materials

Funnel

Google Ads => **Webpage** => **Request a quote** => Call lead => Sell/set up a meeting

PAGE COPY

Freedom, comfort and security all year round

Eco-friendly wooden mobile homes

Our eco-friendly, energy-efficient mobile homes will keep you comfortable and safe wherever you are.

Without unnecessary paperwork and additional costs that can be unpleasantly surprising.

[Free quote](#)

Explore our year-round mobile homes

Our cottages are designed for comfort and safety all year round, regardless of the weather.

They are made of the highest quality wood, which not only looks beautiful, but also has excellent insulation properties.

As a result, inside the cottage there is a cozy atmosphere and a stable temperature. Warmth envelops you in winter, when the frost is raging outside, and in summer a pleasant coolness protects you from the heat.

Safety is an absolute priority for us.

That's why each of our cottages is built with certified materials and is equipped with fireproof solutions that allow you to sleep soundly every night.

What's more, our mobile homes **do not require any permits and formalities.**

All you have to do is move in and enjoy your new and cozy place.

[Free quote](#)

What distinguishes our cottages?

Save

We use certified wood, which has excellent insulating properties, so our mobile homes are energy-efficient and provide a stable indoor temperature.

No moisture problems

By combining wood construction, rock wool and special membranes, we create "breathable structures" that wick away moisture much better than, for example, steel structures, reducing the risk of mold.

Ecology and comfort

Forget the unpleasant smells you'll encounter in cheap alternatives. Inside you'll find beautiful wooden finishes painted with eco-friendly paints that don't evaporate harmful substances into the house.

Fully equipped

You will receive from us a cottage equipped with:

- modern electrical installations
- WiFi router with 5G network access
- monitoring with online viewing
- household appliances and TV

All this to ensure the comfort of the move without unnecessary costs and nerves.

[Free quote](#)

Your safety is our top priority:

Certified wood C24 – D

Our wood is not only extremely durable, but also fireproof. Dried wood minimizes the risk of cracking and deformation, making your cottage more durable and safe.

Fireproof electrical installation

We use only fire-resistant cables in our cottages, which provides an extra level of fire protection for you and your family.

Eco-friendly paints

For interior painting, we use eco-friendly paints that are free from harmful [substances](#). As a result, our paints provide a healthy and safe living environment, minimizing the risk of allergies and health problems.

[Free quote](#)

Explore our models

Nomad

Nomad gives you both stability and freedom – it's a sturdy mobile home without wheels that can be transported to any plot of land.

An ideal choice for those who dream of a solid building that will become the center of their plot, where traditional buildings are not allowed.

[Read more about Nomad](#)

Mobile

Mobile is a wheeled version that works like a camping trailer. Just strap it to your car and hit the road!

This is an excellent choice for those who do not want to be tied to one place and want to explore new corners while maintaining the comfort of their own home.

[Read more about Mobile](#)

Recent implementation

See how our Nomad house looks in practice!

[See details](#)

Stress-free buying process

Free quote

[Once you fill out the short form](#), we will call you to discuss your needs and expectations for your dream home.

After the conversation, we will prepare a preliminary quote, including information on construction costs, materials and completion time.

Convenient payment options

We offer flexible payment options to suit your financial capabilities. You can take advantage of convenient installments or other forms of financing. We will help you choose the best solution.

House Plan

Based on your preferences and requirements, we will prepare a customized house plan. We will take into account your ideas to create a design perfectly suited to your needs.

Construction

Our experienced team will take care of every stage of construction, from foundations to finishes. We will keep you updated on the progress of the work so you can follow along as your dream house becomes a reality.

Ready-made mobile homes – move in right away

We also offer ready-made mobile homes that **are already prepared and waiting for new owners.**

We provide a fast, convenient process that will allow you to live in your dream place quickly.

This is a convenient option that allows you to immediately move into a fully equipped, carefully finished house.

[Contact us](#), to learn more about available models and purchase details.

About us

"I have always loved working with wood. My adventure began with the construction of my first house on my own plot of land.

What was supposed to be a personal project quickly turned into something more – a business that focuses on creating high-quality mobile homes.

*Yes, we are a new company. **And therein lies our strength.***

We give each project our full attention and commitment, which allows us to perfectly tailor our work to the individual needs of our clients.

We use only the best materials, guaranteeing maximum comfort and safety for each home.

And thanks to the small scale of our operations, we can focus on every detail and create solutions tailored to your expectations – something that larger companies often overlook.

We will always listen to your ideas and advise on the best solutions to make your home not only beautiful, but also functional and fully suited to your lifestyle."

Pawel Zurski

Founder of Zurski Woodworks

Check the quality in person

This is a great opportunity to see the quality of our designs and talk to us about your ideal home.

[View cottage in Pisz](#)

FAQ

Do you need a permit for a mobile home?

No, our houses can be erected without any paperwork.

Do I need to buy or refurbish anything after purchase?

No, our cottages fully prepared to move in.

Among other things, we provide state-of-the-art electrical installations, IT networks, monitoring systems and home appliances and TVs.

What is the process of putting up houses after purchase?

Putting up a house consists of 4 main elements

- Ground preparation
- Transportation of the cottage
- Putting up a house
- Installation of water and electricity

We can take care of any of them, but this is not included in the price of the cottage.

What dimensions do you build houses in?

We are currently building houses up to 35m².

Do you make a turnkey house?

Yes!

We would be happy to talk about your project and bring it to life.

If you want to apply corrections to your project, we will also take care of that.

[Fill out this form to schedule an initial consultation.](#)

How long does it take to build a house?

Construction of the house takes 3-4 months.

If you need a house for now, we also offer **ready-made mobile homes**.

[Fill out this form to schedule an initial consultation.](#)

Free quote up to 24 hours

Fill out the contact form to learn more and take the first step toward realizing your dreams.

We will contact you within 24 hours to explain the details and answer all your questions and concerns.

[company number]

[company address]

[company email]

FORM

Name

E-mail

Phone number

The model you are interested in

Nomad (stationary house for the plot)

Mobile (mobile home on wheels)