

Market Awareness and Sophistication Level

I see my marketing awareness levels are between 2 and 3. Some people don't know about mini splits while others have an understanding of them. I could take these people to level 4 with social media Ads like some of the ones that we saw in today's call and tailor them for mini splits.

As far as market sophistication goes I'd say this is somewhere between 4 and 5. Everyone knows about AC's but I'm not sure if everyone is aware that AC's could also provide heat so that might be a way of attacking the market from a new angle and targeting a new group in the market.

Market Research

Mini-Splits

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?

50/50

- Approximate Age range?

28+

- Occupation?

All different fields of life

- Income level?

Varies a lot most of these people are homeowners

- Geographic location?

NYC

Painful Current State

- What are they afraid of?

Me: They are afraid of the units they're receiving not working properly. They're also afraid of having to spend extra money on said units in order to get them to work.

- What are they angry about? Who are they angry at?
 - They installed a split unit AC system 2 years ago which has given us issues ever since. It broke down a few times, made noise even when it was turned off and it leaked so much that it damaged our floors. We called the company and they came once to attempt to fix the issue but never did. When we called again they wanted to charge us their service fee. Never did they fix the issue.
 - But the problems didn't stop there. Upon installing the new circuit board, a loud clanging sound started coming from the outside unit. I contacted customer service, but was left on hold for a full hour before receiving assistance.
 - Leakage was so bad this year that needed to replace coil, electrical panel, etc, our bill again around \$300.
- What are their top daily frustrations?
 - so I can replace the leaking AC in my son's room. Extremely frustrating!
 - it lost its charge from a leak
 - Its frustrating to realize I have already spent several hundred dollars for labor cost for troubleshooting a brand new unit

- What are they embarrassed about?
- 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?

Me: They are extremely upset with themselves whenever they try to install it by themselves. They usually bite off more than they can chew with this.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

Me: They would tell them how they can't find something functional to both provide them with heating and cooling that actually works properly and is affordable. They would also talk about how it's way more complex to actually assemble these problems than they originally thought. They would talk about how it would be much better if they had a technician do it to give them that extra piece of mind.

- What is keeping them from solving their problems now?

Me: Pricing. This is the thing that is holding them back the most when it comes to purchasing mini splits because they are pretty expensive. This will be a huge selling point for me because the company offers financing.

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?
 - This unit provides AC, Heat and dehumidifying which is exactly what I needed. After a month or more of use, it admirably provides all of that and does so efficiently and quietly!
 - It's also incredibly quiet. Like silent.
 - We really like this system It's SOOO QUIET
 - I would recommend buy the plastic covers for the lines as shown in the picture, gives a cleaner and more secure finish
 - Seriously, the mini split would actually make objects in my office noticeably cold, not just the air temperature and the unit is not only as whisper quiet as you've likely read in other reviews, but even the fan outside is mind boggling quiet as well.
 - 3 month update, electric bill dropped between 50 and 75 dollars (normally 240ish and ive seen 165 bills!

- Who do they want to impress?

Me: I don't think their biggest goal is to impress anyone. Rather I think it's to satisfy their family and pets. Which I guess could be classified as impressing them. Also impressing their friends and extended family when they come over and feel cold without hearing the noise of an AC would be nice.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

Me: They would wake up super satisfied with their mini splits. They don't have to pay outrageously high electric bills. And could go through life having peace of mind about their heating and cooling all year round.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Me: They would be absolutely gleaming about these mini splits and recommending them to their friends repeatedly like they were doing in the Amazon reviews. They would tell them about how the mini splits are so quiet, efficient, lowered their electric bill, clean looking, doesn't cause any problems, and is one of the best things they ever bought.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?

Me: They don't know if they could find something efficient enough to supply them with both heating and cooling. They are most likely unaware of mini splits and the benefits of them. They want to lower their electric bill because it's been increasing every year but don't know how to.

- Who do they blame for their current problems and frustrations?

Me: They blame Con Edison for their electricity being so expensive and for them not having an efficient way to provide said electricity. They probably also get mad and frustrated at their family for leaving the AC on too much.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - I recommend it, but please have a tech do the vac and start up for you if you're not qualified. You will void your warranty if you're not certified.
- How do they evaluate and decide if a solution is going to work or not?
 - I received quotes from a few business on Yelp but Green Ductors had the best communication. The owner is VERY responsive, patient and elaborate! He answered all my questions with 100% transparency and a lot of helpful details, via message.
- What figures or brands in the industry do they respect and why?

- What character traits do they value in themselves and others?
 - They were very respectful of the house, was careful and ensured that nothing was damaged. They were very meticulous in bringing equipment up/down as well as cleaning the vents as can be evidenced in the before and after pics that they send you.
 - Booking with Green Ductors was quick, efficient, and painless.
 - Very professional, responsive, friendly, and efficient.
 - competent, professional, reliable and affordable company
 - I have 12 years old Maltese 4 pounds, and he was always hot.

- What character traits do they despise in themselves and others?

- I felt they were aggressive as they repeatedly tried to sell us services we didn't want or ask for.

- What trends in the market are they aware of? What do they think about these trends?

Me: Not a lot of companies do mini splits in NYC so a lot of people here actually don't know too much about it. However, and I am basing this off of what people think about electricians, plumbers, roofers, etc., people most likely assume that they will be expensive.

- What "tribes" are they a part of? How do they signal and gain status in those tribes?

Me: Here in NYC people are mostly 9-5 white collar workers, most people live in an apartment or condo, most people are liberals. They want to gain status by having the newest best thing in their life. Like a new model phone for example. So this will be a huge advantage for the mini splits because of how advanced they are.

Notes

- Everyone seems to want affordable pricing obviously which will be a huge talking point for me because the company I'm working with offers financing.
- People seem to enjoy the mini splits being super quiet. Which is good because ours is quiet. I could talk a lot about that.
- A lot of bad reviews about the leakage. Reassure customers that won't be a problem.
- Maybe include some of the actual numbers of the mini split customers seem to like that
- People want these to run for a long time and not break down.
- People love the fact that these have extreme temperatures that will be very cool and very warm.
- Talk about how their pets will love it because it will keep them cool and not be loud.
- Good customer service
- Mini pumps will bring on low electric bills. So it's a long term investment as well.

Avatar



Name: John Smith

Background Details:

- **Gender:** Male
- **Age:** 35 years old
- **Occupation:** Accountant
- **Income Level:** Middle-income
- **Geographic Location:** Lives in an apartment in NYC
- **Family:** Married with two children
- **Homeownership:** Homeowner

Day in the life:

- **Morning:**
 - Wakes up early, prepares breakfast for the family.
 - Helps kids get ready for school.
 - Commutes to work by subway.
- **Work:**
 - Works in an office environment.
 - Spends most of the day analyzing financial reports and managing client accounts.
 - Frequently attends meetings and collaborates with colleagues.
- **Evening:**
 - Returns home, spends time with family.
 - Helps kids with homework.
 - Handles household chores and maintenance.
- **Night:**
 - Enjoys watching TV or reading.
 - Often worries about the high cost of electricity and the reliability of home appliances.


Three Pillars I have to get people past

- Is the value I'm going to get worth it? (Once they click on the link they will be brought to a page that allows them to register for financing providing the audience with a super affordable way to get all these benefits so yes)
- Do I believe the Idea will work? (Yes because emphasized that we offer customized solutions so that way we can work with every single home so this could work for everyone)
- Do I trust in the company/person selling this product? (Yes because I offered a testimonial and we are Con Edison certified so I used their reputation to enhance our own)

Bodys

For People Who Know About Mini-Splits and Can't Find Good Ones:

Body Text 1:

 NYC homeowners, are you looking for an affordable mini-split to save money and make your home more efficient without the headache?


Your search ends here!


Transform your home **today** with Stanley Lewis's new mini-split technology. Experience the benefits of improved indoor air quality, reduced energy consumption, and personalized comfort settings.


Our ultra-quiet, energy-efficient systems offer reliable, leak-free performance.

It's time to say goodbye to skyrocketing energy costs and inconsistent temperatures. Our mini-split systems are here to save you money and give you the comfort you've been searching for.

With our mini splits, you get:

 Zoned Comfort: Keep everyone in the family happy with individual temperature control in each room.

 Energy Savings: Our mini-splits maximize efficiency and save you money without sacrificing comfort.

 Customized Solutions: We offer personalized HVAC solutions for your specific needs and space requirements.

Our Stanley Lewis mini-splits are not only cost-effective but also provide significant long-term savings on your energy bills.


As Con Edison Certified installers, we ensure top-notch service and installation.

John D. says, "Our energy bills have never been lower thanks to these mini-splits!"

 Curious about how affordable this upgrade can be?

Don't miss out! Click here **now** to discover how affordable this upgrade can be and secure your mini-split system

Body Text 2:

 NYC homeowners, tired of battling high energy bills?

Are you tired of spending a lot of money every season to feel comfortable in your home?

And even after you spend all that money to feel comfortable, these heating and cooling systems are a headache to maintain.

From the loud noise, they give off to the constant leaks that damage your floor.


Being comfortable in your own home shouldn't be stressful.

And with Stanley Lewis's new Mini Splits technology, it doesn't have to be.


Our ultra-quiet, high-performance systems offer superior cooling and heating power.

High energy costs and temperatures are a thing of the past.

With our Mini Splits technology, we offer:

 Zoned Comfort: Keep everyone in the family happy with individual temperature control in each room.

 Lower Energy Bills: Our mini-splits are designed to maximize efficiency, reducing your energy bills while maintaining comfort.

 Reliable Performance: Enjoy peace of mind with our systems' reliable and long-lasting performance.


As Con Edison Certified installers, we ensure top-notch service and installation.

Sarah K. says, "These mini-splits are a game-changer for my energy bills!"

 Curious about how affordable this upgrade can be?

Don't miss out! Click here to discover how affordable this upgrade can be and secure your mini-split system.

Body Text 3:

 NYC homeowners, being comfortable in your own home shouldn't be uncomfortable for your wallets.

Are you tired of spending tons of money every season to feel comfortable in your *own* home?

And even after you spend all that money to feel comfortable, these heating and cooling systems are a headache to maintain.

From the loud noise, they give off to the constant leaks that damage your floor.


Being comfortable in your own home shouldn't be this stressful.


But with Stanley Lewis's Mini Splits, you don't have to stress anymore.


Our ultra-quiet, efficient systems cut the price of your energy bills in the first month they are installed.

You can now say goodbye to skyrocketing energy costs and inconsistent temperatures.

With this technology, you can get:

 Zoned Comfort: Keep everyone in the family happy with individual temperature control in each room.

 Energy Savings: Our mini-splits maximize efficiency, saving you money without sacrificing comfort.

 Improved Air Quality: Breathe easier with advanced filtration systems that improve indoor air quality.


As Con Edison Certified installers, we ensure top-notch service and installation.

Mike L. says, "The air quality in our home has never been better! And for such a low price? Great deal!"

 Curious about how affordable this upgrade can be?

Don't miss out! Click here to discover how affordable this upgrade can be and secure your mini-split system.

Body Text 4:

 NYC homeowners, are you looking for an affordable mini-split to save money and make your home more efficient without the headache?

Your search ends here!


In a city where everything is expensive, you waste a lot of money that you could be spending on other things you like.


With Stanley Lewis's Mini Splits, your energy bill can decrease by up to 75 dollars in the first month.

With our ultra-quiet, energy-efficient systems, you can decrease your energy bill while still being affordable.

Those skyrocketing energy bills could be a thing of the past.

With these Mini Splits, you get:

 Zoned Comfort: Keep everyone in the family happy with individual temperature control in each room.

 Energy Savings: Our mini-splits maximize efficiency, saving you money without sacrificing comfort.

 Easy Installation: Quick and easy installation with minimal disruption to your home.

And as a bonus, pets love them because of their ability to stay calm, and they don't make a lot of sound.


You will surely get top-notch service and installation as a Con Edison Certified installer.

Emma R. says, "The installation was a breeze, and the comfort is unbeatable! My Maltese Rachel has never been happier!"

 Curious about how affordable this upgrade can be?

Don't miss out! Click here **now** to discover how affordable this upgrade can be and secure your mini-split system

Body Text 5:

 NYC homeowners, are you tired of battling high energy bills and uncomfortable indoor temperatures?

Are those bills burning a hole through your pocket?

Do you wish there was a better, more efficient way?


I understand your pain.


That's why we are now offering our new mini-split technology here at Stanley Lewis.


Our ultra-quiet, energy-efficient systems are not just another product. They are a game-changer that will revolutionize your home life, bringing you comfort and peace like never before!

Say goodbye to high energy costs with our mini-split technology. It's time to take control of your bills and your comfort.

With our mini splits, you can now get:

 Zoned Comfort: Keep everyone in the family happy with individual temperature control in each room.

 Energy Savings: Our mini-splits maximize efficiency, saving you money without sacrificing comfort.

 Smart Controls: Easily adjust your home's climate with advanced intelligent controls and remote access.

And much, much more!

Rest assured, as Con Edison Certified installers, we are committed to providing you with top-notch service and installation, ensuring your peace of mind.


One of our satisfied customers, Alex B., shares his experience, "Controlling the temperature from my phone is so easy and convenient!"

 Curious about how affordable this upgrade can be?

Don't miss out! Click here to discover how affordable this upgrade can be and secure your mini-split system.

For People Who Understand They Have a Problem with Their Electrical Bill and Want a More Efficient Way to Get Heating and Cooling:

Body Text 1:

 NYC homeowners, are high energy bills eating into your pockets?

Are you tired of spending ridiculous monthly money to feel comfortable in your home?

Are you tired of constantly needing to stress out from these faulty heating and cooling systems?

If the answer to these is YES!


Then, it's time to switch to a more efficient heating and cooling solution!


Stanley Lewis now offers ultra-quiet, energy-efficient mini-split AC systems that will transform your home's comfort and provide you with peace of mind by drastically reducing your energy costs.


What is so lovely about these mini-split systems is that they don't just offer cooling.

They offer heating as well! It is the most efficient way to get the best of both worlds.

 High Efficiency: Save money without sacrificing comfort with our top-of-the-line mini-splits.


 Lower Bills: Experience significant savings on your monthly energy bills.

 Ultra-Quiet Operation: Enjoy peace and quiet with minimal noise from our mini-splits.

 Individual Comfort: With our mini-splits, everyone in the family can set their preferred room temperature, giving you the power to control your comfort.


As Con Edison Clean heat Program Certified installers, we provide expert service and installation.

Maria P. says, "Our energy bills have dropped by 50 to 75 dollars since installing these mini-splits!"

 Ready to take control of your energy bills and transform your home's comfort?

Click here to discover how you can get your hands on these life-changing mini-splits for as low as _____ a month!

Body Text 2:

 NYC homeowners, are you looking for a more efficient way to get heating and cooling in your home?

Are those energy bills causing you financial stress, eating away your hard-earned money?

Are you tired of the constant noise from your heating and cooling systems, causing your head to ache?


If yes, then you should make the smart switch to our advanced mini-split systems!

Our ultra-quiet, energy-efficient units are designed to optimize your home's climate while slashing your energy costs. In fact, our mini-split systems can save you up to 30% on your energy bills compared to traditional systems.

Our mini-split systems give you:

 Superior Efficiency: Enjoy maximum comfort with minimal energy usage.

 Cost Savings: Lower your monthly energy expenses with our efficient mini-splits.

 Personalized Comfort: Customizable HVAC solutions to fit your specific needs.

 Pet Friendly: Pets love them due to the minimal noise they give off.

And much, much more!


Rest assured, as Con Edison Certified installers, we guarantee top-quality service and installation.

John L. says, "I couldn't believe the difference in my energy bills after switching to these mini-splits!"

 Curious about how affordable this upgrade can be?

Click here to learn how to get mini-splits for as low as _____ a month!

Body Text 3:

 NYC homeowners, fed up with exorbitant energy bills?


In a city where everything is super expensive, loud, and obnoxious, you should be able to escape all the chaos in your home.


But when you come home, you get even more chaos with these loud, faulty heating and cooling systems, which end up costing you a fortune every month.


If you're tired of that, you should upgrade to our mini-split systems. Designed to combat NYC's high energy costs, they offer a more efficient and cost-effective solution.


Our ultra-quiet, energy-saving units provide exceptional comfort while cutting your energy costs.

With our mini-splits, you get:

 **Energy Efficiency:** Maximize your home's efficiency with our state-of-the-art mini-splits.

 **Reduced Costs:** Save significantly on your energy bills each month.

 **Whisper-Quiet:** Enjoy a quiet home with our noise-free mini-split systems.

 **Room-by-Room Comfort:** Each room can be set to the perfect temperature for individual comfort.

And much, much more!


Rest assured, as Con Edison Certified installers, we guarantee professional service and installation, ensuring your mini-split system operates at its best.

Don't just take our word for it. Lisa M. shares, "These mini-splits have made a huge difference in our energy bills and comfort!"

 Curious about how affordable this upgrade can be?

Ready to make the switch? Click here to discover how you can get mini-splits for as low as _____ a month!

Body Text 4:

 NYC homeowners, did you know that the average energy bill in a NYC home is around 300 dollars?

That's almost \$4000 per year!

And in the world's most expensive city, every extra dollar helps.


Imagine the power of saving 75 dollars a month on your energy bills. That's a significant boost to your monthly budget!


That may seem like a fantasy.

But don't just take our word for it. Mark T. can attest to the effectiveness of Stanley Lewis's new mini-splits technology. He says, 'Our energy costs have dropped dramatically since we installed these mini-splits!'

Upgrade to our ultra-quiet, energy-efficient mini-splits and experience a new level of comfort in your home. No more sweating in summer or shivering in winter!

With these mini-splits, we now offer:

 High Efficiency: Achieve peak comfort with reduced energy bill.

 Lower Energy Bills: See a noticeable decrease in your monthly energy costs.

 Customized HVAC: Solutions tailored to your home's unique requirements.

And much more!

Rest assured, as Con Edison Certified installers, we are committed to providing you with reliable service and installation.

 Curious about how affordable this upgrade can be?

Click here to learn how to get mini-splits for as low as _____ a month!

Body Text 5:

 NYC homeowners, are you struggling with those high energy bills?

Are you finding it hard to manage those energy bill payments, leaving you with no extra cash for yourself?


Imagine if you could significantly reduce those bills and have some money left over for your own needs.


Do you wish there was a more efficient way to get cooling and heating in your home?


By making the switch to our mini-split systems, you're not just saving on energy costs, you're also investing in a more comfortable and efficient home.

Our mini-split systems are not just about energy efficiency. They're about creating a comfortable living space. With our ultra-quiet, energy-efficient units, you can enjoy superior comfort while also lowering your energy costs.

With these units, you can get:

 Efficient Heating and Cooling: Save money and stay comfortable all year round.

 Energy Savings: Lower your monthly energy bills with our efficient mini-splits.

 Quiet Performance: Enjoy the tranquility of a quiet home with our mini-splits.

 Individualized Comfort: Set the perfect temperature in each room for personalized comfort.

As Con Edison Certified installers, we offer expert service and installation.

Jane R. says, "Our energy bills have never been lower thanks to these mini-splits!"

 Curious about how affordable this upgrade can be?

Click here to learn how to get mini-splits for as low as _____ a month!