

Business objective: Dominate peoples homes with painting services

Web I made

1. Who are we talking to?

People who have a current problem at home: hole damage, needs painting, lives in the DFW Area.

Specific avatar- Jake, mid 36, lives in a 20 year old house with outdated wall designs. Went to parties and saw that his other family members' houses had better wall and ceiling painting and updated design.

Not only his family members' but his neighbors.

He was always ignorant of his home competition until now.

He has the only solution to search on google "Dallas painting"



Small business owners whose buildings lose trust by customers due to outdated paint design and drywall damage.

Homeowners that look good on the outside but not greatly expected on the inside. (outdated wall design, drywall, holes)

2. Where are they now?

Level 3 Awareness- They know about their problem just looking for the right company (us).

- They're either messing around with business cards and finding us and wanting us to paint.

- They're browsing through Google and are finding painting services based on their location.

- They find us on social media as we target the DFW area. (rare approach since we're targeting more Google)

- Sees old paint fading away

- Sees wall damage, sheetrock damage

- Jealous of neighbors' homes

- Outdated room designs from the 70s

3. What do I want them to do?

Social media- click on our profile and click the link in the bio, browse through the landing page, and have a good connection until they decide to call us.

Business cards- Need to be attractive enough for prospects to go to the website and book a call for our services. (Or call us with our phone number right away)

Google- Click the link based on our headline keywords: Dallas painting services, Painting service in dallas, Painting service in Fort Worth, House painting services, Painting company near me

Book a free estimate whichever page they're on that has persuaded them enough and gained value.

4. What do they need to experience/think/feel to do that?

They need to feel like their home is saved by our good services.

They feel like their problem is already solved before even booking a free estimate.

Feel like their home is the most outstanding in their neighborhood.

They will get respect from outside family members and give the best experience to them.

They would want to suggest other people to us.

Getting people to slow down on the road to look at our client's results.

"Look mom, look at that fence!",

Frustrations

Drywall Frustration:

- **Online forum:** "Just bought a fixer-upper, and the drywall situation is a nightmare! Cracked seams, uneven patches, giant hole from who-knows-what... Looks like I'm calling in a professional to fix this mess before I can even think about painting."
- **Social media post:** "Ugh! Spent all weekend trying to mud and sand these drywall repairs, and it looks worse than before. Does anyone have recommendations for a drywall contractor in the area?"

Need for Interior Painting:

- **Home improvement forum:** "Our living room feels so drab and outdated. We're thinking about a fresh coat of paint to brighten things up. Any advice on choosing the right color and interior painting services?"

- **Nextdoor neighbor app:** "Looking for a reliable interior painter to repaint our bedrooms. Ideally, someone who can handle furniture moving and minimizes mess."

Desire for Exterior Painting:

- **Online community group:** "Our house is long overdue for a new paint job. The exterior is starting to look faded and chipped. Any recommendations for experienced exterior painters who can handle a two-story house?"
- **Review website:** "Just had [Painting Company Name] paint the exterior of our house, and we couldn't be happier! They were professional, efficient, and did a fantastic job. Our house looks brand new again!"

Problem aware level- 3 Solution Aware

Stage 5 Market sophistication

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Testimonials:

Sammy Espinoza (214) 202-6370 has painted two houses of mine over the years and I love him

I have used Sammy Espinoza for my personal property and investment properties. Does great work and very reliable. A lot of the Realtors in town use him.

Sammy Espinoza. 214-202-6370. You can text him on that number. He was recommended to us by our realtor. Excellent in quality and price.

Sammie Espinoza [214-202-6370](tel:214-202-6370). Does a lot of work around town for Realtors and I have used him at my own home as well. Does a great job!