

1. Carpet Cleaning

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

1. Generally, What Kind Of People Are We Targeting?

2. Men or Women?
 - Mostly Women
3. Approximate Age range?
 - Mid 20's-mid 30's
4. Occupation?
 -
5. Income level?
 - 70,000-85,000 per year
6. Geographic location?
 - Upstate New York

7. Painful Current State

8. What are they afraid of?
 - Such an expensive price and not getting good quality.
9. What are they angry about? Who are they angry at?
 - "they charged me double what I paid with a different company, and their quality of service was the same."
 - "Guy who is owner is very pretentious and kept treating me as if I were 10 years old. He knocked down my dog gate to where it came unscrewed from wall and didn't even offer to put it back up, even after I asked him."
 - "Clean your carpets yourself for BETTER results and save hundreds."
 - "WAY OVER PRICED FOR THE RESULTS...SEEN NO DIFFERENCE THAN PREVIOUS CARPET CLEANERS I HAVE HAD IN THE PAST, EXCEPT THE PRICE WAS DOUBLE. WILL NOT USE AGAIN"
10. What are their top daily frustrations?
 - " Carpets were cleaned and after they had dried 4 days later there was no noticeable difference in the appearance of any of the carpets."
11. What are they embarrassed about?
 - "I was skeptical that the carpet stains could be removed. Our new puppy had done quite a job on it"
 - "Our bedroom is fully carpeted and it had quite a few stains and dirt marks on it."
 - "not able to totally get rid of all stains, including pet stains."

- “ I will not use them again nor recommend them to anyone.”
12. 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?
- “less than 24hrs to clean a huge mess that my sick dog made.”- The carpet looks brand new!
 - “even able to get out some questionable stains.”
 - “ Fast forward two months and we did them again ourselves. We used a \$75 Bissell carpet shampooer and standard carpet cleaning solution. The amount of filth still pulled up from the carpets was disappointing.”
13. If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- “Spray some Foam in my carpets and left.”
14. What is keeping them from solving their problems now?
- “They are the most expensive cleaning outfit in town”
 - “ the initial sticker shock of nearly \$600”

15. Desirable Dream State

16. 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?
- ““My wool rug looks like new! The colors are so vibrant!”
 - “The price was also very reasonable.”
 - “The carpet looks brand new! He even told me that if I am not satisfied for whatever reason, that they would be back if needed.”
 - “Needed a large sectional cleaned for an event only a few days away and they made room in the schedule and cleaned the couch quickly. “
 - “The cleaner was very kind, the job took about an hour. He was quick and efficient. The carpets look cleaner than when I moved into my home.”
 - “Benjamin was very accommodating to the point of coming out and doing the difficult job himself.”
 - “Arrived on time and very professional. Will hire again in a heartbeat.”
 - “Russell did an excellent job in cleaning all of my wall to wall carpeting in my home. The carpet now looks like it is brand new.”
 - “Revive did a great job on my sofa, I would definitely hire again!”
 - “second time I have used Revive Carpets and I have had an excellent experience with this company both times.”

- "No doubt we will call your company again in the future as need arises."
17. Who do they want to impress?
- Friends, Family, People coming over, Themselves
18. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
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19. If they were to describe their dreams and desires to a friend over dinner, what would they say?
- "Fantastic experience from the first email to the completion of service. Ben responded to my inquiry within minutes, was upfront and gave me all the information I needed to schedule"
 - "I would highly recommend it. From calling to schedule an appt. to having the job complete, it was a smooth transition."
 - "Revive Cleaning was wonderful for their hot water extraction carpet cleaning."
 - "Do not hesitate to use this company as you will not be disappointed!"
 - "From start to finish, their customer service was excellent."
 - "We have 2 large dogs and they did an incredible job on our area rugs and sectional couch!"

20. Values, Beliefs, and Tribal Affiliations

21. What do they currently believe is true about themselves and the problems they face?
22. Who do they blame for their current problems and frustrations?
- Pets, Previous owners of their home, Themselves.
23. Have they tried to solve the problem before and failed? Why do they think they failed in the past?
24. How do they evaluate and decide if a solution is going to work or not?
- Price, Reviews, And past experiences.
25. What figures or brands in the industry do they respect and why?
- "Ben responded to my inquiry within minutes, was upfront and gave me all the information I needed to schedule."
 - "Russell was very professional and made sure we were satisfied. A Great co. with great teamwork and very professional."
 - "After Russell's work, the 21 year old couch and chair look new."
 - "Russell was very professional and meticulous. We had our family room and basement carpet cleaned and boy did he do an excellent job!"
 - "Russell was very nice and professional and did a great job cleaning the carpet."
 - "Russell did an excellent job in cleaning all of my wall to wall carpeting in my home. The carpet now looks like it is brand new."
 - "The gentleman (Russell) was efficient, polite and thoughtful as the questions that I asked him."

- "RUSSEL was on time, polite and thorough. He did a great job and even able to get out some questionable stains."
26. What character traits do they value in themselves and others?
- Value Professionalism, Customer service, Value for their work, Clean carpets, Fast and reliable services.
27. What character traits do they despise in themselves and others?
- Not getting what they pay for.
 - Price
 - Value in service
28. What trends in the market are they aware of? What do they think about these trends?
29. What "tribes" are they a part of? How do they signal and gain status in those tribes?
- They Value clean homes.

Places To Look For Answers:

- ☒ ~~Your client's existing customers and testimonials~~
- ☒ ~~Your client's competitors customers and testimonials~~
- ☐ Talking with anyone you personally know who matches the target market
- ☒ ~~People oversharing their thoughts and feelings online~~
 - ☐ Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - ☐ IG
 - ☐ Facebook
 - ☐ Twitter
 - ☐ Reddit
 - ☒ Other Forums
 - ☒ Amazon.com Reviews
 - ☒ Yelp and Google Business/Maps Reviews

Where are they now ?

- Searching Online for Carpet Cleaning Services/On Yelp/Recommended from Friends or family.
- Current Levels
 1. Desire

7/10- They are most likely looking for a solution for their problem.

2. Belief that it will work.

5/10- Lots of good reviews but some that say it is too expensive and double the price of their competitors.

3. Trust in the "Revive Cleaning" 5/10 Again lots of good reviews of people saying that the service is great, but There are some that stand out and say it's terrible.

Basic Avatar



Name:Linda

Background Details

- Linda is 32
- 2 kids, 2 dogs, and a cat,
- One kid is 4 and the other is 6
- One dog is a golden retriever and the other is a poodle
- Cats name is mr whiskers
- married

Day in the life:

- Linda wakes up In the morning at around 8 am, she gets up, brushes her teeth and goes down stairs and into the living room and sees that the 4 year old has spilled juice all over the living room carpet. And the 6 year old has drawn on the walls with his crayons.

She goes into her office to grab something to clean it up. After she attempts to clean the carpet and the walls nothing works. Her dog has also shed all over the couch And the floors as well. After 3 hours of scrubbing Eventually she sort of gets the crayon out the walls but u can still see the smudges on the wall. But the dog hair on the floor and the juice stains on the Rug, There is still a Massive mark that she can't get rid of.

She Leaves it be and goes on with her day. But inside she feels that her home is dirty and has a Huge nasty red stain on her carpet and dog hair all over the couches and the carpets throughout the house. She lays in bed disappointed that she couldn't fix the problem she had. She goes to sleep, knowing she has failed to clean the mess.