

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

We're targeting family-oriented, upper-middle to upper-class, white homeowners in their mid-40s who live in suburban or affluent neighborhoods.

These professionals, often working in sales or as business owners, are frustrated with unreliable landscaping and tree removal services and are seeking dependable providers to improve and maintain their properties.

While they care deeply about the quality of work and understanding the process, they may dabble in DIY but generally prefer to outsource larger projects.

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Men and women
- Approximate Age range?
 - 40-50 years old. Best customers are older, family-oriented couples
- Occupation?
 - Managers
 - Retirees
- Income level?
 - Middle to upper-middle income
- Geographic location?
 - Long Island
 - Suburban or residential neighborhood

Painful Current State

- What are they afraid of?
 - Hiring landscaping companies that will not deliver on promises, leaving them with unfinished work, poor results, or additional property damage and persistent issues
 - Wasting money for services that could lead to further expenses or corrections for ongoing maintenance
 - Being scammed or misled by unprofessional landscapers who might disappear after getting paid or deliver subpar results

- **What are they angry about?**
 - Unprofessional landscaping companies charge them for work they didn't finish or provide a satisfactory level of work upon, then refuse to contact them again to resolve the issue
 - They blow the leaves from my neighbor's backyard onto my driveway and leave them. I mean ALL the leaves. They deny they did it when I was right there watching while they did it. Never clean it up, leave the mess for me after blowing leaves directly in my face and driving away laughing
- **Who are they angry at?**
 - Unprofessional landscaping businesses
 - Landscapers who are unreliable, dishonest, and lack effective communication
- **What are their top daily frustrations?**
 - Persistent problems like weeds, aphids, or poorly maintained lawns
 - Difficulty reaching out to landscapers, receiving no updates, and being ignored when trying to address concerns or schedule services
 - Money worries from paying for services that don't meet expectations and having to spend extra to fix issues
 - Dealing with messes left behind by landscapers, such as debris, blown leaves, or damage to property
 - Disappointment and stress because their lawn or garden isn't looking as good as it should, especially when compared to neighbors' properties
 - The time wasted from following up with landscapers, addressing issues, and cleaning up after them
- **What are they embarrassed about?**
 - Their lawn or garden looking unkempt, overgrown, or poorly maintained, especially when compared to well-kept neighboring properties
 - Spending money on landscaping services that didn't deliver results, leading to a sense of regret and embarrassment for making a poor investment
- **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?**
 - They feel stressed and exasperated due to the ongoing issues, poor service, and the effort required to manage or fix the problems themselves
 - They feel self-conscious about the poor appearance of their yard or garden and worried about how it reflects on them as homeowners
 - They might feel powerless or ineffective in resolving the issues despite their efforts, leading to a diminished sense of control and competence
 - Neighbors, friends, or family might perceive them as struggling to keep their property in good condition, affecting their reputation as a responsible homeowner
- **What would they say if they were to describe their problems and frustrations to a friend over dinner?**
 - I needed several trees removed so I could go solar

- good at cleaning up but pretty bad at proper maintenance - the lawn has lots of spots without any grass at all (even after telling them about the problem two months ago, there was plenty of good weather to fix the issue within the past month). The last draw was when they left the lawn full of weeds until almost mid-May -- not a pretty sight if your lawn is the only one that wasn't taken care of in time within a two-block radius
- They strung me out over 6 weeks with excuses of manpower issues and the 4th of July holiday. after agreeing to a date to do the work they canceled on us 2 days prior and after agreeing to a new date they just never showed up as we sat home waiting for them
- The only timely action they took was to charge my credit card. My yard and lawn have never looked worse. We were promised our lawn would be cut every Friday and that promise has not been kept, they didn't even come to mow the lawn on three separate occasions. We have been charged for 5 lawn chemical applications and only received two, the second of which I had to make a big deal about. We have been ignored almost every time we reached out to speak to them. Brian promised to take care of our lawn and on a whim the office manager decided to cancel our contract.
- He went 1.5 months over the projected completion date. He asked for additional payments to "help" him pay his workers (who are uninsured and illegal) towards the end of the project
- Before any work was done, I called him and said I was not comfortable with him doing the job and to start giving me my money back. He said OK. Well, I found it impossible to contact him. When I would call or text, he blocked me.
- trashed our yard. He left hazardous conditions all around our property. He destroyed lamps, trees, shrubs, and landscaped beds. Just incompetent work. Garbage and debris and stumps. Charlie kept promising that he would eventually make right all the things he was screwing up, but he never did.
- Bait-and-switch of materials. Unapproved shortcuts leading to major problems. Failing to deliver as our contract clearly stated. Nonstop lying and evading. Incompetence and half-assed effort.
- He is sweet as pie at the beginning. Then he makes excuses, tries to change the product promised, says the weather is a factor but then posts on his instagram that he is working on someone else's house. When confronted, he makes more excuses, is rude, and then threatens to put a lien on your house!
- I called for repeated follow-up treatments, but still have weeds everywhere. I've never seen our sales and service account rep since he bagged the account. He has never come by the house, no matter how many times we complained. One time, he returned our phone call only to blame our weed problem on us for not

purchasing the aeration service they offered.

- Then I haven't even gotten to the yard this year. It was once rated at the top in the hood (once again not professional opinion just imo...) Now it looks like HELL.
- Every single company has responded to me at least once, but then they never get back to me about scheduling an appointment to see my aunt's place, or they make an appointment and just don't show up, or they show up and tell me they'll send an estimate but then never do it! I've never seen an industry try harder not to make money.
- **What is keeping them from solving their problems now?**
 - Reliance on unprofessional or unreliable landscaping companies that fail to deliver satisfactory results or resolve ongoing issues
 - Difficulty in reaching or getting responses from landscapers, leading to delays and unresolved problems
 - The cost of landscaping services and the possibility of additional expenses for fixing issues or hiring another service provider
 - Previous negative experiences might lead to a lack of trust in new service providers, causing hesitation in seeking further help
 - Continuous damage or issues that have compounded over time, making it harder to address and fix everything at once

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?**
 - Their lawn and garden would be lush, vibrant, and meticulously cared for, creating a visually appealing and serene outdoor space.
 - All landscaping issues—such as pests, weeds, and damage—would be completely resolved, with no ongoing maintenance problems
 - The property would require minimal effort to maintain, with reliable and efficient services taking care of everything automatically
 - They would feel relaxed and content, with no worries about the appearance or condition of their property, and no frustration from dealing with service issues
 - Neighbors and visitors would admire the pristine and well-kept appearance of their yard, reflecting positively on

them as homeowners

- They would have more time and energy to focus on other areas of their life, free from the stress and demands of managing landscaping problems
- **Who do they want to impress?**
 - Neighbors by having a well-maintained and visually appealing yard that stands out positively in the neighborhood
 - Friends and family by showcasing their home and outdoor space as a reflection of their taste and ability to manage and maintain their property
 - Guests by ensuring that visitors are impressed by the appearance and upkeep of their property, enhancing their overall experience and perception of the homeowner
 - Potential buyers or future homeowners if they are considering selling or moving, having a pristine and well-maintained property can make a strong impression on potential buyers
- **How would they feel about themselves living in their dream state? - What do they secretly desire most?**
 - They would take pride in having a beautifully maintained property that reflects their personal taste and attention to detail
 - They would feel confident in their ability to manage their home and landscaping effectively, without the frustration of ongoing issues or unreliable service
 - They would feel a sense of validation and respect from neighbors, friends, and visitors who appreciate the quality and appearance of their outdoor space
 - Achieving a flawless and attractive lawn and garden that enhances their home's overall look and feel.
 - A dream where maintaining their property is simple and requires minimal time and effort, allowing them to focus on other aspects of life.
 - Receiving praise and admiration from others for the exceptional appearance and condition of their property.
 - A sense of security and peace, knowing their property is always in top shape without any hidden issues or ongoing problems.
- **What would they say if they were to describe their dreams and desires to a friend over dinner?**
 - Beautiful flowers, greenery, lawn, and small trees. People stop to look at the front garden all the time.
 - I was sad to see such a massive oak go, but when it has to be done, this is the team to hire.
 - They followed our landscape design plans perfectly and helped us select healthy plants and gave us a year guarantee
 - So, just staring into space one day I noticed a tree swaying with the wind in the

back of the backyard. This three-story, 2' diameter tree should NOT be swaying. After a closer look, I noticed branches on the ground and quickly realized this tree was diseased. So I went on Angi and was connected with Hernandez Tree Svc. Came in and gave an estimate that was very reasonable. They booked me for the next day considering the severity of the situation. They came and cut it down 1-2-3. VERY SATISFIED ... highly recommend using them for all of your tree and lawn service needs

- was really easy to work with and didn't give off any BS vibes that I got from some other companies.

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - Good and affordable landscapers seem to be hard to find. These guys are affordable but not good.
 - They might feel that despite their efforts, they struggle to keep their property looking its best due to unreliable or unprofessional service providers
 - They believe that they've wasted money on landscaping services that didn't deliver the promised results or address their needs effectively
 - They may feel that they lack control over maintaining their property in its desired condition, often facing recurring issues despite their attempts to resolve them
- **Who do they blame for their current problems and frustrations?**
 - basic "mow & blow crews."
 - Unprofessional landscaping companies
 - Top complaints include landscapers leaving a mess, poor communication, and pricing that's too high
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - They hired contractors who failed to deliver on their promises or complete the work satisfactorily.
 - They experienced delays and excuses related to weather or scheduling that prevented the timely completion of the work.
 - They faced issues with contractors not following through on agreed-upon work or failing to address ongoing problems.
 - They encountered poor communication from service providers, leading to misunderstandings and unresolved issues.
 - They found that some services were insufficient or did not meet their needs, leading to recurring problems or dissatisfaction.

- Some, as first-time homeowners, lacked the experience to navigate contractor relationships and ensure effective problem resolution
- attempted to hire a recommended landscaper, he gave a quote, but a rainy spring prevented him from actually ever coming. Moved on after my grass grew too high. First time homeowner so didn't have one before that.
- **How do they evaluate and decide if a solution will work or not?**
 - Pictures pictures pictures. Really awesome before and after pictures.
 - They look for clear communication and honesty from service providers regarding what will be done and how issues will be resolved
 - They consider feedback from previous customers and recommendations to determine the reliability and quality of the service
 - They assess whether the service comes with guarantees or warranties that ensure satisfaction and address any potential issues
 - They might test the service with a smaller project or initial consultation to evaluate its effectiveness before committing to a larger contract
 - Customers choose this business for its competitive pricing, with options to match or beat other offers in a way that makes financial sense
 - Customers love that the final result is a significant improvement from the before state, often exceeding their expectations
 - Customers would love to have a satisfaction guarantee
 - Aesthetic appeal and curb appeal are of utmost importance to them; they want their property to look 'pretty.'
 - Customers typically decide after 'window shopping' with other businesses. Competitive pricing and a clear explanation of the process are crucial factors
 - Most customers are influenced by referrals and the professionalism of the website
 - Regarding my client's business, 95% of customers are satisfied with the work, but occasionally there are minor complaints (e.g., about a hole left in the ground)
- **What figures or brands in the industry do they respect and why?**
 - Brands known for consistently delivering high-quality work and reliable service gain their respect
 - Companies with excellent customer service, clear communication, and a responsive approach to addressing issues are highly regarded
 - Brands that offer clear, upfront pricing and well-defined contracts are respected for their honesty and professionalism
 - They value brands with strong positive reviews and recommendations from trusted sources or personal referrals
 - Companies that display a high level of expertise, skill, and attention to detail in their work are respected for their competence and craftsmanship
 - Brands that stand behind their work with guarantees or warranties demonstrate confidence in their services and commitment to customer satisfaction
 - There is room for improvement in preemptive communication, such as providing

exact times for when the work will be done

- Major competitors include Asplundh and Bartlett, who primarily focus on government contracts, such as clearing out bushes on highways or working in Central Park

- **What character traits do they value in themselves and others?**

- The price was very reasonable, no damage to surrounding property, the workers arrived on time, and the job was completed promptly
- They were timely, the communication was on point, the pricing was fair and they took care to clean up and tidy up around when the job was completed
- Great at communicating and keeping you updated, they always know what it's going to take to get them the results you deserve they are confident in their work
- Very fast, organized, and left everything like nothing happened
- Did even more than what we agreed on for the same price. Had the right equipment to do the job safely and correct all for a low price
- Very easy to talk to, and available 7 days a week
- workers who are efficient and detail-oriented
- willing to tolerate working in boiling heat and pouring rain. navigating through rush hour traffic every day in a truck with a trailer, and tolerating customers complaining about everything and leaving dogshit on their lawns
- Care about the details. Show up on time, and care for the full picture of the house. Trust.
- Customers value aesthetics, easy maintenance, durability, and services that will 'wow' them
- Customers often express satisfaction through reviews, referrals, kind words, and tips

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

- They dislike being or dealing with people who fail to follow through on commitments or promises, especially in the context of service or project deadlines
- They are frustrated by lack of skill or incompetence, particularly when it results in poor-quality work or unresolved issues
- They disdain deceit or dishonesty, such as false promises, unfulfilled guarantees, or hidden costs
- They find poor communication and avoidance of responsibility irritating, particularly when it leads to unresolved problems or misunderstandings
- They dislike minimal or half-hearted efforts, preferring thorough and attentive work rather than shortcuts or incomplete tasks
- They are irritated by neglectful behavior, such as leaving work unfinished or not addressing ongoing issues despite repeated complaints
- They detest any form of scam or exploitation, where they feel taken advantage of or misled by service providers
- Agree to do the work and then drop off the face of the earth

- Not showing up on scheduled days. Bare minimum work. Lack of skill. Also - try to scam me.
- **What trends in the market are they aware of? What do they think about these trends?**
 - go with someone with a referral for contractor work, like someone who did a good job at your friend's house or cousin. I never had issues that way. When I try someone brand new I have issues.
 - Never pay upfront, and never pay before inspecting the job
 - important to have a clear written agreement of the work and how waste will be dealt with
 - Customers are increasingly concerned about landscape diseases, particularly the spotted lantern flies that are taking over the island
- **What “tribes are they a part of? How do they signal and gain status in those tribes?**
 - Homeowners
 - Neighborhood community
 - DIY enthusiasts
 - By having a beautifully landscaped and well-maintained property, they signal status as responsible and successful homeowners
 - Posting high-quality images of their property’s transformation on social media or in community groups helps them gain recognition and admiration
 - Offering positive referrals and recommendations for reliable service providers enhances their reputation and credibility within their community
 - Consistently keeping their property in excellent condition shows their commitment to quality and helps them gain respect and approval from their peers

Places To Look For Answers:

1. Your client’s existing customers and testimonials
2. Your client’s competitors customers and testimonials
3. Talking with anyone you know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit

- f. Other Forums
- g. Amazon.com Reviews
- h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name: John and Sarah Thompson

Background Details:

- Age: 45 and 43 years old
- Occupation: John is a senior manager at a finance firm, and Sarah is a part-time interior designer.
- Income Level: Combined household income of \$250,000 per year.
- Family: Married for 15 years with two children, ages 10 and 12.
- Location: They live in an affluent suburban neighborhood on Long Island.
- Property: Own a spacious home with a large backyard that they consider an extension of their living space. They take pride in their home and frequently host family gatherings and social events.
- Values: They value quality, reliability, and craftsmanship. They believe that their home and yard are a reflection of their success and personal taste. They are also environmentally conscious and prefer sustainable solutions when possible.

Day in the life:

- Morning: John and Sarah start their day early. John checks emails and prepares for his workday, while Sarah gets the kids ready for school. They enjoy their morning coffee on the patio, appreciating the serene atmosphere of their backyard.
- Midday: John is busy at the office, managing teams and projects, while Sarah meets with clients to discuss interior design projects. She might visit a local nursery or home improvement store to pick up materials for her clients.
- Afternoon: After school, the kids play in the backyard. Sarah spends time in the garden, but she's frustrated by the patches of weeds and the overgrown trees that need attention. She wishes their outdoor space reflected the same level of care as the interior of their home.

- Evening: John returns home from work, and the family often has dinner outside if the weather permits. They discuss weekend plans, which often include hosting friends for a barbecue or a family gathering. John mentions his frustration with the unreliable landscaping service they previously hired, which left the job unfinished.
- Night: After the kids are in bed, John and Sarah relax on the patio. They talk about their desire to enhance their backyard, making it a beautiful, low-maintenance space where they can entertain guests and enjoy family time. They agree to look for a new, trustworthy landscaping service that can deliver the quality they expect.