

Company name: Cowboy Pools, LLC

Product(s): They sell pools but mostly do service work and build custom pools

Services they provide:

1. Custom pool design: Cowboy Pools, LLC specializes in creating unique and personalized pool designs that are tailored to each client's specific needs and preferences. They work closely with their clients to understand their vision and incorporate unique design elements to create a one-of-a-kind swimming pool.
2. Pool construction: Once the design has been finalized, Cowboy Pools, LLC can begin the construction process. They use high-quality materials and state-of-the-art equipment to ensure that their pools are built to last and are energy-efficient.
3. Outdoor living space design and construction: In addition to pool design and construction, Cowboy Pools, LLC also offers outdoor living space design and construction services. This includes designing and building features such as outdoor kitchens, fireplaces, seating areas, and more.
4. Pool renovation and repair: If you already have a pool but it needs repairs or renovations, Cowboy Pools, LLC can help. They offer pool renovation and repair services, including resurfacing, equipment upgrades, and more.
5. Pool maintenance: Once your pool is built or renovated, Cowboy Pools, LLC can provide ongoing maintenance services to keep it in top condition. This includes regular cleaning, chemical balancing, and equipment inspections.

Most popular product: They don't have one. But they do have a reputation for creating stunning and functional swimming pools.

About section:

Based on my research, "Cowboy Pools, LLC" is a custom pool design and construction company that was founded in 2016 by Aaron Weiss and Amanda Shaftel. The company is based in Austin, Texas, and specializes in designing and building unique, high-quality swimming pools and outdoor living spaces for homeowners in the Austin area.

From their website, it appears that Cowboy Pools, LLC values collaboration, creativity, and attention to detail in all of their projects. They work closely with their clients to understand their needs and preferences, and then use their expertise to create custom pool designs that are both functional and beautiful.

In terms of their design aesthetic, Cowboy Pools, LLC takes inspiration from the natural beauty of the Texas Hill Country and strives to create pool designs that complement their surroundings. They also prioritize sustainability and energy efficiency in their pool construction process.

According to their website, Cowboy Pools, LLC is committed to providing exceptional customer service and takes pride in their workmanship. They offer a range of services, including pool design, construction, and maintenance, and use only high-quality materials and equipment to ensure that their pools are built to last.

Overall, it appears that Cowboy Pools, LLC is a company that values creativity, collaboration, and quality in all aspects of their work.

Target Market: Homeowners in the Austin area who want to design and build a custom swimming pool or outdoor living space. Their services are the most appealing to homeowners who place a high value on creativity, attention to detail, and high-quality craftsmanship. Age range: 35-64 year olds and households with 50K/year in income. Also families with children.

AVATAR CREATION: (FOR THEIR SERVICE)

### **Name, age, and face:**

Dave is a 40 year old man who lives in Texas with his wife Jessica and his two children. He makes 50k/year as a construction worker and lives in a nice area.

### **Background and mini-life history:**

Ever since Dave was a little kid, he loved the pool. His family would take him to the local swimming pool and he would socialize with the others kids and made many friends. He loved being able to cool down in the hot summer sun and meet others. Ever since then, Dave has wanted the same for his kids and he takes them to the pool every summer. However Dave has noticed his skin getting worse and the local pool is only speeding up that process. He also worries about safety since the local pool is full of idiots who could pull his kids under. He's been looking at home pools so he can have fun with his kids at home and invite his neighbors, but all the options are either too expensive or take up too much space.

### **Day-in-the-life:**

Dave wakes up at 7am sharp and gets ready for work. He has a quick breakfast with his children before leaving for work. His wife drives the kids to school, while Dave heads off to work. At work, Dave's skin blisters under the sun while he carries tons of concrete. He works for 4 hours before taking his lunch break, which consists of a sandwich and some apples. After that, he gets back to work for another 5 hours before heading home. On the drive back, Dave nearly runs into a lamppost because he's so sore. Once he gets home, he applies some aloe vera to his skin to help his burns and some ointment to sooth his joints. His wife and kids want to spend time with him, but like every other time, Dave is too tired and almost yells at them to stop. He blames himself for being tired and isolates himself for the rest of the night.

### **Values:**

Frugality: Dave has spent years pinching pennies and doesn't like to waste money or pay too much for something

His family: Dave loves his family and wants to provide for them

Hard work: Dave will try his best to make his family happy

Reliabitly: Dave only buys things that LAST. He has older appliances but doesn't replace them because the old ones are built differently

### **Outside forces:**

Money: Dave doesn't make much money as a construction worker and already struggles to pay the bills

His job: Dave doesn't have time to take his kids to a pool and needs to work crazy hours

Stress: Dave is too tired to be with his kids and take them places

### **Current State:**

Dave is overworked and in pain. He wants to be there for his kids and take them places (the pool) but he's too tired to do that and often snaps at them and his wife.

### **Dream State:**

Dave wants to be able to be present with his kids and have fun with them. He figures that if he can't take them to the pool, then he'll bring the pool to them.

He also wants his joint pain to go away (which the pools heating element can help with)

### **Roadblocks:**

Money: Dave doesn't have enough money to buy a state-of-the-art pool

Time: Dave doesn't have the time to install a pool

### **Solution:**

One solution for Dave is for him to do more stuff with his kids besides going to a pool. Dave might play board games with his kids, etc...

Another solution is the COWBOY POOL! The pool is cheap, can be installed by a team, is safe for his kids, easy to maintain, and can fit the whole family

Plus he can invite people over and have parties

**Product:**

The product would help Dave because:

- It's cheap (solves his budget issue)
- It's safe (his kids won't be in danger)
- The heating setting would help his joints

**FV?****WELCOME EMAIL****Email #1 (Homeowners Aged 34-64)**

Subject line: Yeehaw, here's your \$100 off for signing up!

Hi [name],

Thank you for signing up.

At Cowboy Pools, we believe in our community and want to provide them with the highest quality pools without the extra work.

We've seen how expensive home pools can be and because of that, we want to give you something for FREE...

So with that in mind, here is your \$100 discount for signing up.

You can use it [here](#)

It's hot, be cool

[Sender name]

P.S: Stay tuned for a story about how we spent our wedding funds into our company to make great pools for you