

# MARKET RESEARCH: The Chiller Guys

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women?  
**Men**
- Approximate Age range?  
**20-45**
- Occupation?  
HVAC/ Chiller Technicians
- Income level?  
**50-160K**
- Geographic location?  
USA

## Painful Current State

- What are they afraid of?
  - Looking stupid
  - Wasting their life.
  - They are wasting their time
  - Being a bad father
  - Being a bad husband
  - Being a bad friend
  - Looking like an idiot
  - Not having enough money
  - Not being as good as someone else
  - Not being successful
  - Loosing their job
  - Fear of incompetence: Worrying about not having the skills or knowledge to solve

complex problems, leading to job failure or loss of reputation

- Anxiety about job stability, especially with the rapid advancement of technology and automation in the HVAC industry
  - Concerns about not earning enough to support themselves and their families, leading to financial stress and insecurity
  - The fear of not keeping up with industry advancements, resulting in obsolescence and reduced job opportunities.
  - The deep-seated fear of not gaining respect from peers, superiors, and clients, impacting self-esteem and career satisfaction.
  - Anxiety about making errors that could lead to significant financial loss, safety hazards, or damage to their professional reputation.
  - Worry about stagnation in their career, not achieving their full potential, and not being able to advance or develop new skills.
- What are they angry about? Who are they angry at?
    - **Why:** Manufacturers frequently withhold vital information and charge exorbitant fees for basic knowledge.  
**Who:** Manufacturers and their training programs.
    - **Why:** Manufacturers undermining technicians by directly approaching their clients and badmouthing them.  
**Who:** Manufacturer representatives and service teams.
    - **Why:** Major manufacturers often fail to provide necessary tools, software, or support, leaving technicians stranded.  
**Who:** Primarily the large HVAC manufacturers.
  - What are their top daily frustrations?
    - Anxiety On Chiller Service Calls
    - Unsure if they will figure out a problem on a chiller
    - Insecure in their skills, and if other people think their smart?
    - Boss expecting them to work on complex problems with limited or no training and help
    - Struggling with anxiety
    - Being afraid to fail.
    - bored
    - Dealing with crappy customers.
    - Want to earn more money
    - Don't want to look dumb to their co workers, boss, or peers
    - Feel stupid when speaking to smart people
    - Upset with the current place their working
    - Upset that no one will help them when they have a problem
    - Feel like they don't have anyone who understands them
    - People bad mouth them and try to put them down.
    - They don't see a future at their current company, but they don't know what do do about it.
    - Lack of appreciation for everything they do.
    - Physical strain
    - Sick of working on rooftop units

- Sick of working on small hvac systems
- Getting bored with what they do
- Not enough challenge in the day to day.
- That they chose the wrong industry.
- What are they embarrassed about?
  - Not knowing how to fix something especially in front of peers or customers
  - about working for an unorganized shop
  - asking for help
  - about not earning enough money to live a comfortable life, or struggling financially.
  - about not having the courage to leave a job with no advancement for something new
- 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?
  - Inadequate
  - Stressed
  - Frustrated
  - Other people might think their dumb, or don't have knowledge
  - They could lose customers,
  - Their bosses may think their dumb, and hold them back
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
  - I don't know why those guys always tell me I can't work on chillers, I'm sick of working on rooftop units, and little shit. I want to get better, and I am willing to put in the work and learn, but no one will teach me or help me.
- What is keeping them from solving their problems now?
  - They are unaware of the solution to their problems, and no one understands them on a deep level.

## 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?
  - They would be making 200k a year.
  - They would feel loved
  - They would have way more free time to do the things they enjoy, and be more present in their kids lives.

- Everyone at their work would look up to them, and turn to them for guidance.
  - People would make him feel like he is smart.
  - He would feel power over the company he works at, and feel like he can go anywhere and have a job.  
he would feel confident when he shows up to a new service call on a chiller.
  - he would be treated with respect, and feel like a king.
  - He would feel like he wouldn't have to look over his shoulder all of the time for someone to steal his customer.
- Who do they want to impress?
    - Their wives
    - Their father
    - Their co workers
    - Their friends
    - Their parents
  - How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
    - Secure
    - Confident
    - They would finally feel happy
    - They would feel like they were loved
  - If they were to describe their dreams and desires to a friend over dinner, what would they say?
    - They want to be happy
    - They want to make more money
    - They

## Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
  - No one else is experiencing them, that they are the only one.
  - That they may never find a solution
  - They may need to make a change
- Who do they blame for their current problems and frustrations?
  - Manufacturers
  - Their boss
  - Themselves
  - A mentor
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Likely not, but if they did its because they didn't have the time to dedicate
  - Because they were not obsessed
  - Because they couldn't remember the information.
- How do they evaluate and decide if a solution is going to work or not?
  - If it worked for someone else they know
  - If it worked for someone else in their position
  - If it feels like it will
  - If someone is where they want to be, and they have gone through the same struggle that they did before making it to the top. If they have belief that the idea is going to work from a credible source.
  - If it is different and unique.
- What figures or brands in the industry do they respect and why?
  - Yellow jacket – because they are made in america, and they have a proven track record for reliability.
  - Milwaukee – because its an american brand. Makes them feel powerful, and like a man. like they have prestige and status because they want the best.
  - American brands because they are patriotic.
- What character traits do they value in themselves and others?
  - Honesty
  - Hard working
  - Loyalty
  - Trustworthiness
  - Integrity
  - Desire to do a good job
  - Teamwork, and helping each other grow.
- What character traits do they despise in themselves and others?
  - Dishonesty
  - Cheaters
  - Liars

- Laziness
- Arrogance
- Disrespect
- Someone who is lazy and doesn't do a good job
- What trends in the market are they aware of? What do they think about these trends?
  - A trend towards going green, and technological advancements
  - They believe it is a bunch of bullshit.
  - Updates and changes in regulations, and safety protocols.
  - Remote diagnostic tools they are afraid of them taking their jobs
  - Higher customer expectations because the cost of everything is so high, they need to learn fast, and keep up. they likely are annoyed with pushy customers, but understand.
  - They are afraid expensive rates from oems will cause them to loose work andf they are afraid
  - They are afraid of ai taking over their troubleshooting work.
- What "tribes are they a part of? How do they signal and gain status in those tribes?
  - Hvac forums and online chats, they are looking to gain status by sharing knowledge and getting likes, or being able to help others, and give back to the industry.
  - They are part of the blue collar tribe:
    - They gain respect and show status by having a nice pickup truck to show off to their friend, and help them show success while being a little humble.
    - They are usually republican
    - Usually conservative to an extent
    - They hunt
    - They fish
    - They drink beer, and booze
    - They want to feel like a masculine blue collar man.
    - Strong sense of community, they get status by using their high skills with neighbors and friends to offer value to people. In return they get admiration, love, respect, and friends.
    - The harder they work, the higher status they have, it's a competition to see who works harder most of the time.
    - Becoming a supervisor, journeyman, foreman, or working their way up from the bottom hold a tramendous ammount of weight, and if someone hasn't done that, and is in a superior position they will revolt.
    - Participating in union activities

## 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 personally 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

Name: David B

## Background Details

- Made some mistakes in his past, and he is turning his life around, he was at rock bottom, worked himself out, very humble, happy guy, hard charging, willing to give 100% if he believes it will help him reach his dream.
- Got into HVAC as a way to improve his life situation
- Driven for success. Wants to learn more, learn faster, but doesn't know how.
- He knows the secret to his success is knowledge, but doesn't know how to get it, or blames someone else for his situation
- Gets bored when he's not doing something new.

## Day in the life:

- Gets up.
- Commutes 30 min to 1 hour to work
- Goes to work, works hard for 8-12 hours
- Commutes 30 min to 1 hour to work
- Goes home to a girlfriend or wife
- Tries hard to help his son who struggles with life like he did
- Stressed about money and paying the bills
- Stressed about his job, his co workers are putting him down, he feels like he needs to get better all of the time, but hes not entirely sure what he needs to do to get better in his craft.
- Feels a bit like he's trapped in a life he doesn't want to live, always looking for a way to escape the life he doesn't want to live.
- Wishes for his girlfriend, co workers, and boss to respect him, but he is rarely sure where they stand.
- Melts his brain on tiktok, facebook, and tv to get rid of the pain of lack of progress in life.