

Business type: Painting Business

Business objective: Dominate people's homes with painting services by maxing out its beauty and safety with painting.

Get more and more people to book free estimate. At least and at most 7 with facebook ad, since we don't want too much work for now.

1. Who are we talking to?

People with a current problem at home: hole damage, needs painting, live in the DFW Area.

Specific avatar- Jake, mid-30s, lives in a 20-year-old house with outdated wall designs. He 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 has always been ignorant of his home competition.

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Small business owners whose buildings lose trust by customers due to outdated paint design and drywall damage.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 (outdated wall design, drywall, sheetrock damage etc.)

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)

Current state

- Sees old paint fading away

- Sees wall damage, sheetrock damage

-Jealous of neighbors' homes

-Outdated room designs from the 70s

Self-imagined pain points (With AI):

"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."

"Our living room feels so drab and outdated.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?"

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?

"That wall seems to be appearing worse and worse each day"

Actual language:

"I need recommendations for painters- good, trustworthy but not too expensive. I want to change the color of the interior walls & ceiling and possibly repaint our doors & molding. Thanks!"

"I need a painter referral. We really just need texturing done where we have removed wallpaper. Possibly in our master bathroom too if the price is right. We will be painting ourselves."

"I do not recommend this company. Salesman was great and thought we would pay extra for a professional service."

Dream state- Walk in their door from work knowing their home rules the neighborhood

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 on 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 house!",

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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TRW Chat GPT Feedback:

1. What deeper emotional needs or insecurities are driving Jake's desire to update his home?

Is it the fear of falling behind his peers, embarrassment when hosting guests, or a desire to take pride in his home?

More of desire to take pride in his home

2. What might be holding Jake or similar avatars back from hiring a painting service?

A fear of disruption in the home

3. What are competitors in the DFW area doing to attract similar clients?

Competitors are doing facebook ads or social media, most of the time referrals

4. What specific stage of market sophistication is your audience at?

Most companies talk about themselves claiming to be number one but not us, we talk more about the reader rather than us. (Also how we will outstand)

5. How can you further establish your service as trustworthy and authoritative?

Mostly google for level 3 solution awareness.

6. Can you sharpen the self-imagined pain points?

We will by applying emotion and logic at the same level.