

# Market Research Template

## **Socials For Prospect:**

[Weed Control and Fertilization Resources](#)

## **Image Of Target Market**



- John, 20 years old, looking to start and grow his own profitable lawn care side business to hustle early.

## **3 Most Common Pain Points**

### **-Painful Current State**

- What are they afraid of?

Having to work in the heat, worried about the body effects of the labor,

- What are they angry about? Who are they angry at?

They're angry at the companies that sell high chemical products, they're mad at books/courses they buy with vague contents for lawncare and containing mainly surface-level knowledge,

They're angry about the difficulty levels of getting their feet off the ground in landscaping,

**- What are their top daily frustrations?**

Struggling to keep the plants in the front yard alive, not having a perception of when to water indoor plants, Struggling with lawn problems such as bare spots, moss, weeds, and insect pests, having large portions of weeds on their lawn, getting notices from the HOA about their weed problem, lawn being covered in crabgrass, having a muddy mess due to lack of health,

Trying to mow get the job done in certain areas where the terrain is different and not receiving similar results, dealing with the tough nature of landscaping work,

**- What are they embarrassed about?**

Their friends/family coming over and witnessing a terrible front lawn, feeling like their lawn represents their house,

**Continuing to rely on parents for things constantly,**

**- How does dealing with their problems make them feel about themselves?**

Annoyed with their dirty lawn, disappointed in slow progress, frustrated about lack of expertise,

**- What do other people in their world think about them as a result of these problems?**

Irresponsible, not caring for their own home, missing opportunities for sales, lacking compliments around their house, seen as lazy,

**- If they were to describe their problems and frustrations to a friend over dinner, what would they say?**

I'd just like some more respect for my home and catch some more compliments if I took care of it.

## **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?**

Getting a moisture tester for the plants, having healthy plants in the front of their lawn, getting a super simple guide for maintaining garden with the least amount of effort, the need for a reliable convenient gardening tool, ensuring that the lawn has the correct amount of nutrients needed for healthy growth, retaining a healthy lawn, growing dense grass like a golf course, having a dependable resource,

Getting quality content for lawncare business improvement, they want to grow this side hustle to overtake the main job, being their own boss, growing their lawn care business to the point of branching out into similar services, becoming free of any boss and growing their business,

**- Who do they want to impress?**

His wife

**- How would they feel about themselves if they were living in their dream state?**

**- What do they secretly desire most?**

Getting validation from his wife about the look of the front lawn, having the best looking lawn on the block, easy shortcut products for easy maintenance,

**Making short-term profits on the side, being their own boss and pursuing entrepreneurship,**

**- If they were to describe their dreams and desires to a friend over dinner, what would they say?**

## **Values and Beliefs**

**- What do they currently believe is true about themselves and the problems they face?**

They can't find a reliable way to learn lawncare without any B.S. involved,

**They aren't charging enough for their services,**

**- Who do they blame for their current problems and frustrations?**

Lawncare products for containing damaging chemicals, lawncare businesses for not actually giving the direct strategy but rather offering services,

**- Have they tried to solve the problem before and failed? Why do they think they failed in the past?**

The process wasn't explained in an easy manner and hard to understand, they're often confused about grass species and mowing schedules,

**- How do they evaluate and decide if a solution is going to work or not?**

If the person that's teaching them is credible and has done it on their own,

**- What figures or brands in the space do they respect and why?**

They respect the mower with the informal course with direct actionable steps to clean and maintain a good lawn,

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

Being conservative about water,

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

Laziness when it comes to their lawn, not knowing how to clean a lawn properly, spreading

- **What trends in the market are they aware of? What do they think about these trends?**

## **Answer before writing Copy:**

➤ **Who am I talking to?**

Young man looking to begin a side hustle early

➤ **Where is the avatar now?**

He's 20yrs old contemplating which side hustle he should throw himself at

➤ **What is the objective this copy is aiming to achieve?**

Build rapport with them, give them value, drive them to click the link

➤ **What steps do they need to take in order to get there?**

They need to be intrigued by the first email then have enough built-up curiosity to check the second and click the link,

➤ **What do they need to think, imagine, feel, smell, see, taste, hear, and experience to take action?**

They need to imagine a world where they're only working part-time hours making much more than any 9-5 without a boss, think about the possibilities around lawn care, they must feel the freedom and cash flow they'd be receiving if they start asap, they need to smell the fresh smell of green grass all over lawns,

➤ **What level of awareness do they have?**

They're aware of how a lawn care business makes money but not educated on advertising. NVM not really educated at all.

➤ **Are they problem aware?**

Yes, they know what they want to do and it may seem easy surface level but they don't know much complex ideas/strategies

➤ **Are they solution aware?**

Yes, they just need help from someone who's done it before and knows the ropes,

➤ **Are they aware of their roadblocks?**

Not all of them, aren't aware of the different grasses to look out for, they don't know about the perfect products to rely on, they don't know much about mosquito extermination,

➤ **Where are they in the funnel?**

They've just opted into the email list after watching on video

➤ **Why did their attempts in the past fail?**

They didn't have a lick of guidance and were offering skills they didn't posses,

➤ **Are they sophisticated? Do they know how it works?**

no

➤ **How could I interact with the conversation in their head on a deep level?**

## Email Rewrite 1

Hey <insert name>

When I first began my lawn care business (*Currently on my **third***),

I made a mistake that could easily **make** or **break** multiple of my sales while leaving **priceless** testimonials on the table...

And using this mistake, I aim to get you from raking leaves,

To maintain **5+ clients/week** all with this email list.

Starting with this mistake that I REFUSE to watch you *fumble your business on*.

*Hint: It's **Commonly overlooked** by **beginner** lawn care businesses **regularly**.*

Not because they've bought the wrong lawn mower, or because they fail to mow a certain way.

It's because they **Compete on price...**

**DO NOT** compete on price,

Do you think the best lawn-mowing companies are arguing with clients about a discount?

No.

And learning this now will get you your **first client** and **testimonial** in half the time.

Now sure, charging less for your first few gigs is necessary, BUT learning this now will fuel the #1 piece of your entire lawn mowing career.

***Your foundation.***

The part that requires the **most** of your time,

and in the next email (within 24hrs) I'll be revealing the difference between a profitable lawn mowing business,

And one that can barely keep equipment intact. *(Hint: Involves Foundations)*

So make sure to check your inbox tomorrow, unless you'd like to watch your business crumble all because you missed an email...

Helping you find lawn care success,

*Jason Creel*

## Before rewrite 📌

Hi Tone,

I am currently running my third lawn care business and I can honestly say that **lawn care is a good business that brings success to many people.**

BUT...so many people struggle in the business as well. I personally don't help many people go from a \$5 million dollar per year business to a \$10 million dollar per year business. I am trying to help people get through the first few years....and then they may go on to achieve bigger and better things than I ever have.

***You see, there is no way to have a thriving business in 10 years if you do not set a good foundation the first few years.***

So here's a quick tip and a mistake to avoid. Don't compete on price. I repeat. DON'T COMPETE ON PRICE.

Maybe early on, you can charge a little less just to get your feet wet, but very quickly you should try to establish your business as an excellent lawn care provider who is not available for a discount. People should choose you because you provide great service at a fair price.

That sounds simple but it can be easy to forget, and devastating to your success.

I plan to be back in a few days with another mistake that can cost you BIG!

Also, I have a lot products online from \$39 to \$497. These include documents for immediate download that you can customize for your business. I have weed control documents that can help you put together a program and start you toward building a weed control and fertilization business. I sell logos. I sell full video training courses teaching how to start a mowing business and also a weed control and fertilization business. If you want hours and hours of training, then you can check out all of the options at [www.lawncarelife.com](http://www.lawncarelife.com)

Helping you in find lawn care success,

*Jason Creel*