

WWP

Who Am I Talking To NOW?

- **Gender:** Women - married woman
- **Approximate Age Range:** 30-45
- **Occupation:** Florist (gardening services, etc.)
- **Income Level:** 2k/month
- **Geographical Location:** Poland, big city (e.g., Warsaw)

Where Are They At Now?

- **Market Awareness:** Solution aware (3)
- **Market Sophistication:** 5

Current State

- Shocked by the new prices of mobile homes:
"That is NOT affordable. Tiny homes should never cost that much."
- Feels deprived of dreams like freedom, peace, quiet, and nature.
- ****Need for change****:
"I have to change something in my life!"

Dream State

- **Desires financial freedom and a better quality of life.**
- **Wants choice and freedom:**
"You decide what you want to build."
"It's yours."
- Wants to feel **extraordinary** and **different from everyone else.**

- Seeks **self-fulfillment:**

"It's not about the tiny house. It's about living your best life and growing as a human being."

- **Simplicity and minimalism** in life:

- Dreams of being alone with nature, reading books, and drinking tea.

- Wants **peace, quiet**, and to **run away from her old life**.

- Desires **experiences, fancy living**, and **minimalism**.

- **Connection with nature**:

"The appeal of a tiny home for me is to have it sit in the middle of nature, not smushed up against other tiny homes."

- Wants to feel **cared for, safe, and not alone**.

- **Competent people** around her:

- "The competent and friendly staff helped me a lot when choosing a cottage."

- "From the beginning, cooperation was 100%. We could count on help and advice at every stage."

- "We've had the cottage for three years, and you can always count on their support."

Roadblocks

1. **Legal knowledge gaps**:

- Intimidated by legalities of land usage:

"Everyone wants to buy a bungalow, but the regulations are so confusing that people argue over which plot of land can be used."

- Confusion about permits vs. notifications for building:

"I'm lost on what to do regarding permits and paperwork. Please help."

2. **Price knowledge gaps**:

- Unaware of current prices:

"I have no idea about prices. I planned to compare suppliers, but I'm stuck."

3. **Concerns about security and comfort**:

- Afraid that cottages lose value, are poorly built, and have climate control issues.

4. **Main Objections**:

- What about winter?

- What about moisture?
- What about quality?

Solution/Mechanism

- **If they find a tiny home they like and go through the process, they will reach their dream state.**

Product

- **Tiny homes.**

Strengths:

- Personal approach (small company).
- Full service - **"They do everything for you."**
- Easy-to-use website with great UX.
- Customers can meet the owner and check out projects.

Weaknesses:

- New to the market.
- Only one project in the portfolio.

Where Do I Want Them To Go?

Tao of Marketing Levels

- **Value:** Is the value I'm going to get worth it?

Cost

- Price:

- Customers choose tiny homes because they are affordable, but this product is expensive.
- **Strategy:** Offer more value through consultations, support, etc., without lowering the price.

- Effort:

- Big problem: They are afraid of laws, home quality, etc.
- **Strategy:** Create a smooth process, offer free consultations after sending an email, and have an FAQ section to address common issues.

- Time:

- Homes take 4-5 months to build.
- Offer a **free consultation call** after email contact.
- Make the process and forms **easy to use and understand**.

- Sacrifice:

- Moving will be a huge lifestyle change.
- **Website improvement:** Add buttons to scroll to main sections (contact, homes), with lots of images and easy-to-read content.

Current Feeling of Pain/Desire

Do I believe the idea will work?

Certainty Threshold

- Cost:

- Moving out is extreme and intimidating.
- **Solution:** Use identity and lifestyle appeal (freedom, simplicity, eco-friendly).

- Personality:

- The owner loves wood and nature, which enhances the appeal and belief in the product.

- Guarantees:

- Currently, there are no guarantees—only a free call.

Trust Threshold

- Cost:

- **Solution:** Use expertise in FAQs and blog posts to build trust.

- Personality:

- Share the ****personal story**** of the owner to build connection.

- Social Proof:

- This is a problem as there are ****no testimonials**** yet.

- Certifications/Qualifications:

- Emphasize that the homes use ****high-quality materials****.

Funnel

- Blog + Google Ads => Website => Email after quiz/form => Meet up (in-person home viewings)
=> Sell

Ads

Context

- The goal of the ad is to **generate leads**.
- The ad directs people to the homepage, which presents the tiny homes and company features.
- There is an option to contact via form or phone call.
- The website also includes a quiz to help determine which model is ideal for the customer.

Budget

Keyword Data

Słowo kluczowe	Wolumen wyszukiwań	Trend	Zmiana roczna	Konkurencja	Udział w wyświetleniach reklam	Minimalne CPC	Maksymalne CPC
domki mobilne	1 tys. – 10 tys.	0%	0%	Duża	—	0,48 zł	1,30 zł
domki mobilne całoroczne	1 tys. – 10 tys.	0%	+900%	Duża	—	0,46 zł	1,21 zł

Strategy

- Test and adjust the budget:

Propose a daily budget of 50 zł for testing. After one week of analysis, assess the data and optimize further.

- After a week, present real CPC results.

- **Lead expectation:** Emphasize that this is for testing, but any leads will be an over-delivery.

Ad Copy

Original copy is ok in Polish. You don't need to care about characters limit.

Headlines (Position 1)

- Year-round mobile homes
- Mobile Homes Zauriski
- Wooden Mobile Homes

Headlines (Position 2/3)

- Quick realization
- Protection from mold and moisture
- Fully equipped from A to Z
- No unnecessary formalities
- Beautiful wooden finishes

- Flexible payment options
- Tailored to your needs
- Support at every stage
- Attention to every detail
- No complications, no problems
- Beautiful and solid
- No moisture problems
- Durable for years
- Safe and secure

Descriptions (Position 1)

- Fully equipped homes, ready to live in. Includes appliances and TV. No hidden costs.
- Durable and safe mobile homes, perfect for all-weather, year-round use.

Descriptions (Position 2)

- Stress-free purchase process and client support at every stage.
- Stress-free buying process and customer support at every step. Get a free quote!
