MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Both
 - homeowners
- Approximate Age range?
 - 25-65
- Occupation?
 - Basic 9-5 job
- Income level?
 - 100k/year
- Geographic location?
 - Peterborough and 70km surround area radius

Painful Current State

- What are they afraid of?
 - Their roof leaking

They my not know but their old roof is losing them money due to bad insulated (possible play to make)

- What are they angry about? Who are they angry at?
 - Dealing with unprofessional contractors
 - Having to pay to get the job done twice when they trusted the first company
- What are their top daily frustrations?
 - The cost of living has gone way up and they are worried about the fact they need to replace their roof
- What are they embarrassed about?
 - having the least attractive home on the block
- 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?

- They are just ignoring the fact they need a roof replacement because they have the idea its too expensive
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - They may say they need a new roof but they dont have the money to spend right now
- What is keeping them from solving their problems now?
 - The cost of a roof replacement

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?
 - A lower cost of a roof and having it done right the first time by a trustworthy contractor who is upfront and transparent with them
- Who do they want to impress?
 - The other neighbors on the street
- How would they feel about themselves if they were living in their dream state? What do they secretly desire most?
 - They would not be worried about their roof leaking
 - Being the best looking home on the block
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - They needed a roof replacement because their roof is old and may be leaking and they had a roofing contractor come in and be open about how much going to cost and how amazing and seamless the service was

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They may believe they can't afford a new roof
 - Things are too expensive in their life right now
- Who do they blame for their current problems and frustrations?
 - The government for raising prices
 - The last roofing company they trusted or had friends with had bad experiences with big companies having crazy prices to do a bad roofing job
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They picked a company they thought were good but turned out bad workmanship
- How do they evaluate and decide if a solution is going to work or not?
- What figures or brands in the industry do they respect and why?
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
- What trends in the market are they aware of? What do they think about these trends?
- What "tribes are they a part of? How do they signal and gain status in those tribes?

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

[PASTE IMAGE HERE]

Name: Sarah and John

Day in the life:

- Throughout the day, Sarah and John's thoughts are punctuated by concerns about their roof and home maintenance. They desire peace of mind, a safe and attractive home, and a reliable contractor they can trust to do the job right without hidden costs. However, their financial worries and past experiences with unprofessional contractors keep them in a state of hesitation.