

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 may 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
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- 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.