

Target Audience Research About Property Management / Airbnb Management

Who exactly is our Avatar?

What kind of people are we talking to?

Men or Women?

We can target both males and females.

Approximate Age Range?

25 - 40 age range

Occupation?

Regular 9-5 job

Income level?

£33,000 - £45,000 income level

Geographical Location?

England (UK specifically)

Painful Current State

What are they afraid of?

They are afraid that their current job isn't enough to survive in this highly demanding world. They are afraid of becoming in financial debt. They are afraid of not being able to provide for their families. They know they need to do something to change their lives, however, they don't know where to start.

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

Most people may be angry at their jobs. Their job may not be paying them enough to be able to acquire the things they need. They may be angry at the situation that they are in. However, most people, are angry at themselves for not being the best version. For not taking the chances that come their way.

What are their top daily frustrations?

Having to wake up early, and go to work knowing that no matter how hard they work, they will still receive an average to low salary.

They are frustrated with the environment they work in and the people they encounter.

They are frustrated with the environment they live in.

They are frustrated with the amount of money they have left over after bills, taxes and expenses have been paid off.

What are they embarrassed about?

They are embarrassed about not being able to afford what other people have.

They are embarrassed by the job they have.

They are embarrassed about taking risks and failing.

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

It gives them hope and builds motivation to pursue something that could give them a strong financial future. It brings a sense of desire to solve this problem as in the end, they will get something in return.

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

If I was describing my problem to a friend over dinner I would say something like this:
"My friend, I am struggling financially to support myself and my family. I am looking to get a second job that doesn't conflict with my primary job and makes me money on the side. But I don't know where to look. I'm scared of investing loads of money in risky situations"

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?

Their dream state would be having a life where money wasn't the problem anymore. Where they can have the things they need and want as well as provide and support their family members. They want to show to everyone to didn't believe them that they made it.

Who do they want to impress?

They want to impress the people who didn't believe in them, their family members, but most of all themselves. They want to look back into the past, see the struggles they went through and the choices they made and think to themselves that it was all worth it.

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

They would feel proud of themselves for taking a risk and doing something not many people would consider. Positive emotions will flood their system as they have more time to spend with family members as well as experience new places and do new things.

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

If they were to describe their dream state, it would sound something like this:

"My friend, I am dreaming of a life where I do not have to slave away anymore at a job I don't even like that much for minimal pay. I'm looking forward to the time when everything I want I can have and I can go places I want. I want to show my family

members that I am more as well as look after them financially so that they can have some amazing opportunities in the future.”

Values and Beliefs

What do they currently believe is true about themselves and the problems they face? They require something else that will make them the same if not more money than their current job. As well as generate them a passive income on the side. They believe that there is something else out there that can provide them a life of freedom than their current job. They just haven't come across that opportunity.

Who do they blame for their current problems and frustrations?

They blame themselves for not doing something about their problem. They feel as though whenever they start doing something, it's too risky and they just abandon it. This is what keeps them slaving away at their job.

Have they tried to solve the problem before and failed?

Some people may have tried to start other hustles, or second jobs on the side however give up because they don't have the right knowledge to carry on or it gets too financially risky and make a decision to stop.

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

They look at the the knowledge that is required, the time and energy needed to execute this solution as well as how much it will cost.

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

They respect the entrepreneurs and the people who have decided to start something on their own and succeed. They respect the one-man business that started from nothing and now has many employees working for them. They look up to property owners and wish that one day it's them.

What character traits do they value and despise in themselves and others?

They have this urge to find a way to do something better in their life however they give up too easily or don't want to pursue something meaningful because they care about money too much. They are scared of the unknown and are looking for things that have a clear path to their dream state.

In others, they despise the greedy and the show-offs. People infest social media and make other people feel useless by ranting about all the things they have.

What trends in the market are they aware of?

I believe that these people have heard about property management and Airbnb from social media and also from staying in Airbnb. However, they don't know how much potential there is to grow and succeed in Airbnb. They don't know about the available

resources there are out there from different businesses to help them succeed in managing an Airbnb.