

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Painful Current State - what are they running from

- What are they angry about? Who are they angry at?
 - Dust
 - DIY carpet cleaning products might seem cheaper than hiring a professional, but they can damage your carpet.
- What are their top daily frustrations?
 - Dust that gets into their air
 - The smell of the carpet
 - No matter how hard they try to clean their carpets they still or what substance they use, they can't get them to look clean or remove the stains
 - DIY carpet stain removal is useless, don't work in their case
 - The stain is severe
 - stains and generally disgusting-looking carpet
 - they think the carpet is disgusting to look at
 - They feel like they tried everything
 - The carpet smells
 - They tried several different cleaners
 - They don't know if the stains can be removed and the carpets can be cleaned or if they have to buy a new one
 - it's really hard for them to clean it
- What are they embarrassed about?
 - The smell of the carpet
 - The look of the carpet
 - They are embarrassed when they have somebody over and they see their dusty carpet or they feel its smell
 - sticky carpet
- 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?
 - Their carpets will look like new
 - No more smell
 - They won't be embarrassed anymore
 - They will actually feel proud
- What is keeping them from solving their problems now?
 - They do not have the necessary equipment

Desirable Dream State - what are they running towards

- 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?
 - they would love a clean, good-smelling, dust-free carpet
 - they won't believe the result, they will be amazed by how it's going to look like.
- Who do they want to impress?
 - People who visit them

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They know that they don't have what they need to clean them
 - DIY carpet stain removal is useless
 - it's causing a smell in the house
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - DIY carpet stain removal is useless
 - Until they find something that works they waste a lot of money and time
 - maybe they tried w.a.t.c.h - water agitate time chemical heat
- How do they evaluate and decide if a solution is going to work or not?
 - See proof
 - See videos
 - tell them about the services
 - show reviews
 - They know that is effective, efficient, takes less effort and it's faster if they hire somebody.
 - They think it is expensive
 - look and compare reviews
 - they think the scheduling is a mess and it takes a while and they are frustrated about it
- What figures or brands in the industry do they respect and why?
 - they have stanley steemer
- What character traits do they value in themselves and others?
- What character traits do they despise in themselves and others?
 - ugly and dirty house
 - dirty carpets
 - stain
 - dirty corners

Basic Avatar



Name: Frus

Frus is really angry because of how disgusting his carpets look. He tried numerous solutions and DIY bs but it didn't work. Actually, he made it worse than before.

He doesn't believe that there is any solution left besides buying a new one because he thinks his carpet is that bad.

He is ashamed of how ugly the carpet looks and he is embarrassed when he invites somebody over. Also, this is affecting his everyday life because every time he comes back home he thinks about this.

The carpet is sticky, dirty full of stains, and has a weird smell. He hopes nobody is noticing all of these aspects. When he walks on he can feel that is sticky and he feels the smell.

Funnel: Scrolls on social media → sees the ad describing his situation perfectly and he also is shocked by the before and after picture → checks the website → buys.

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: carpet cleaning

Business objective: get them more customers

Funnel: scrolling on facebook → see the ad → buy

scrolling on facebook → see the ad → visit website → buy

Winners writing process

1. Who am I talking to?

- a. people in the UK from [city]

2. Where are they now?

- a. Current painful state
 - i. they have dirty carpets
 - ii. they don't think that could be cleaned and they think they need a new one
 - iii. they know they need a professional to clean it
 - iv. they tried everything but they couldn't make the dirt, stain or smell disappear
- b. Dream state
 - i. clean carpets
 - ii. dirt, stain, and smell removed
 - iii. look like new
- c. Level of awareness - level 4
 - i. they know they have dirt, a stain, or smell that can't be removed by them because they tried DIY and didn't work
 - ii. they want to hire a professional to clean the carpets for them and that is it
- d. Level of sophistication
 - i. level 3 - level 4
- e. Trust in the idea
 - i. above average
- f. Trust in the company
 - i. average

3. What do I want them to do?

- a. stop scrolling
- b. consume the ad
- c. buy/book/call or visit the website

4. What do they need to see/feel/experience in order to take the action I want them to, based on where they are starting?

- a. they need to understand that the dirt, stain, or smell can be removed by the company
- b. they need to know the price
- c. they need to know that the business is in their area
- d. they need to see it before and after pictures to trust
- e. maybe visit the website
- f. read review
- g. read testimonials

Facebook ad:

Are you tired of your carpets and sofas being full of dirt, dust, stains, and bacteria?

If yes, then you probably tried most of the DIY carpet cleaning solutions that can turn your temporary stains into permanent stains.

But that comes to an end today.

Call us and have a professional give you a quote for free before we send our team to bring your carpets back to life.

[link to the website]