

How to prepare your car for winter:

Target Market

- What kind of person is going to get the most out of this product?

people who love their cars, people who usually have messy rooms and cleaner cars than themselves

- Who are the best current customers, with the highest LTV?

People, usually male, who spend a lot of time in their car because of their job or for some other reason

- What attributes do they have in common?

Love cars, spend a lot of time in cars, they clean cars more than their rooms or houses

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

20+ years old, probably male

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

male population, spend a lot of time in a car so they want it clean

and safe

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.
- **Values.** What do they believe is most important? What do they despise?
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

always interesting to learn about how detailing is affected by different countries' environments.

I used Fusso Coat for the paint, Glaco for the glass and max guard for the wheels. I'll do a chemical decon every 2 months to keep the paint and glass coatings in good order and reapply the wheel wax at the same time

If you have electrically folding mirrors, disable them when it's really cold so you don't damage the motors or mechanism if they freeze-up.

After an overnight ice storm, as a new driver, I tapped the ice on the windshield to successfully remove it. However, when I tapped the ice on the sidewalk mirrors I found out that my scraper was tougher than the glass and cracked one. Feel free to learn from my mistake.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

My goal is to have a two door garage one day like you!

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

regarding the battery is to keep in the vehicle a Boost Pack such as the one I picked up from Canadian Tire for \$148: the NOCO Genius GB40 Boost Plus Booster Pack/Jump Starter, 1000-Amp, 12V. Super handy when in a pinch if your battery accidentally drained or if you need a boost or to help anyone else in a bind

Keeping a vehicle clean in the winter is really the ultimate challenge.

it's the salt spreaders that are the biggest pain

The leaf blower tip is a great way to quickly remove snow without touching the surface.

This is my favorite method to clean the snow off.

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

The Winter tires are a big one for sure and definitely instill a lot more confidence in poor weather conditions

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Make sure you have low temp washer fluid. Make sure your tires are at the proper psi and have adequate tread. Get a battery maintainer for the battery and make sure 4 wheel drive engages properly.

You may want to back flush your heater core. Just to keep any potential gunk/rust from forming. It'll help it last longer and heat up your interior quicker, plus it's free and easy to do.

1. Check fluid levels: Your car's oil isn't the only fluid that is negatively affected by winter weather. Windshield wiper fluid and antifreeze are both susceptible to cold temperatures.

2. Wash and wax your car: The wax will help provide an extra layer of protection for both the underbelly and your car's paint job.

3. Inspect the battery: While many batteries have a lifetime of three years, those used in areas with extreme weather conditions need to be replaced every year. Winter can also reduce the battery's capacity to store a charge.

4. Install winter tires: Winter tires are made of more flexible material that doesn't freeze as firm as the rubber in other types of tires.

5. Change the oil: New oil is thinner and can better withstand the cold temperatures that would otherwise affect its viscosity.

Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

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