

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Objective: define people in the market for roof replacement and repair.

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Both (Primarily women because they have to time to be on SM)
- Approximate Age range?
 - 29-65+
- Occupation?
 - All sorts - Homeowners
- Income level?
 - Mid - High
- Geographic location?
 - "Bigger" Montana cities.

Painful Current State

- What are they afraid of?
 - Bad experience and job done badly
- What are they angry about? Who are they angry at?
 - Bad past experiences and unprofessionalism
 - Other roofing businesses (owners all the way to desk ladies)
- What are their top daily frustrations?
 - Inflation of everything, house that needs repair
- What are they embarrassed about?
 - Their ability to upkeep their house because of price, or buy anything for that matter
- 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?
 - Makes them feel responsible and accomplished ("checked that off the list") if they get it done.
 - They believe that these people are unfortunate because their roof is another hurdle for these people to jump.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- It feels like when one problem gets fixed another arises. And we can't just fix it because it costs a fortune to {blank} repaired.
- What is keeping them from solving their problems now?
 - Price of service, repair, replacement
 - Time investment
 - Being present when work is being done, or talking to a foreman on the job, or talking to the contractor on price, etc.

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?
 - Nice house in MT and another in a snowbird state like AZ, FL
 - Nice car to drive
 - Relatively low gas prices
 - Kids out of the house (if any)
 - They would feel free
 - Could travel the country if they so desired
- Who do they want to impress?
 - Their friends that have the same desires
 - Family that they are close to
 - Their kids (to a degree)
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel free and accomplished. Able to do what they want.
 - They desire spending quality time with their kids, spouse, family. More than they're used to.
 - Fun road trips, and adventure with their spouse, friends, and family.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - I can't wait till we're retired and can go to Arizona/Florida and go do "fun" things
 - I wish our house wouldn't need repairing all of the time, it's a real stresser on me and {spouse}
 - I want my kid to be more determined and ready to pursue life
 - I want my husband/wife to lose some weight
 - I want to be more attracted to my spouse.

0% financing, solar and roofing, beware of national predatory solar companies,
25-30 predatory contracts locking into 10-20k more than sticker price, hidden
fees year 10-20 k in interest 406 is local solar and roofing , premium solar
products including tesla power walls. own your solar system

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- Who do they blame for their current problems and frustrations?
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- 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:

Background Details

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Day in the life:

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