

WHO IS YOUR IDEAL CLIENT?



Weekly DIY Program
Customer Avatar

AVATAR NAME: SUMMER HOUSE DARREL

Demographic/ Interests	Key Purchase Drivers
30-70 years Old	Protect/ Maintain their home, Give a face lift to interior drywall or cabinets
Has children 2-4 of them. Mid Size Family Recently Moved to our valley.	Clean / Fast Services, Quality work, Honest Pricing
High end revenue 250k+	Financing Available, Professional Cleaned windows at the end of every job, Top Quality Work
The Beautiful place we live and the things there are to do around here.	100% Satisfaction Guarantee, Peace of mind knowing they will never have to worry about maintaining their siding again.

YOUR CLIENTS OBJECTIONS

Frustrations	Timely Projects, Punctual Employees, Clean Projects/Employees, Correct Prep work, Failing Products
Fears	Project Taking Longer than expected, Scheduling Conflicts, Quality of the work being performed, Integrity of our company.

YOUR CLIENTS GOALS

<p>Wants</p>	<p>Their House to be maintained and up to date. They want a refresher on drywall and a face lift on their cabinets. They want to be treated like a person and receive quality work for their hard earned money.</p>
<p>Aspirations</p>	<p>To have the best maintained and up to date house on the block. They want to be able to invite friends and family to their house for events without being ashamed of their house. They want to spent their time golfing and not maintaining or updating their house. They want a Face Lift on their cabinets and drywall.</p>

BEFORE AND AFTER STATE

<p>Before Your Services</p>	<p>After Your Services</p>
<p>Unmaintained Siding, A headache of a project, A Lot of missed golf with the guys, outdated colors on drywall, Dirty and outdated cabinets</p>	<p>Maintained Siding with a Maintenance Schedule, Time to golf, Clean and Fresh colors on drywall, Clean Updated Cabinets</p>
<p>Overwhelmed, Confused, and Irritated</p>	<p>Confident, Secure, Happy</p>
<p>Significant other complaining, Scheduling events elsewhere, Dreading or procrastinating the project at hand.</p>	<p>Happy Significant Other, Hosting Events, Enjoying Free time with the guys.</p>
<p>The Ugly House on the block, Embarrassed to host events,</p>	<p>Best Looking House On the Block, Well Maintained house with a Maintenance Schedule.</p>