Welcome to Video #6. In this particular video, I'm going to show you how to map out a typical day of your perfect buyer. The reason why you want to do this is because you will get a better perspective of what they are dealing with from day to day, the frustrations they're dealing with, what gets them excited, what gets them mad, what gets them sad, and everything in between.

One of the best ways of doing this is simply really get yourself in the person’s shoes. Like I said earlier, this is actually harder than it sounds. The best way of doing this is by going to Google and typing out something like this. Obviously, with gardening, the noun of gardening is gardener – so the type of person describe in this particular niche is a gardener, right? So, I'm going to type it in – gardener. And then, I'm going to write the word (two words) ‘typical day’. There's no guarantee you're not going to always 100% get this but the nice thing is you're going to be able to see things like YouTube videos and other sort of media, which we’ll talk about in the video after this one. But this will allow you to kind of get into the shoes of someone who is a hyper-responsive buyer, the perfect buyer, in these niches.

Another thing is gardener journals – taking a look at their day-to-day journals if they have any. I'm sure they have blogs. I'm sure they have different things where they talk about their day. Obviously, an easier way of doing this is to go on a forum and maybe follow a person and see what they are saying. You can also, maybe you can contact them and say – hey, I want to talk to you or interview you or pay you money to interview for me to get an idea of what your typical day looks like.

By doing this process, it’s going to really help you out and as far as figuring out what products and services they will want to buy. Obviously, different people are going to be different so it’s not really 100% one size fits all. But if you talk to a perfect buyer, you'll get a better sense of what they are dealing with. As you can see here, let's just go ahead and click through here.

So, A Day in the Life of a Landscape Gardener, A Day in the Life of a Gardener Working at (this place), Landscape Gardener, Day in the Life, A Typical Day, Cost of a Gardener (it’s not really what we’re looking for), A Day in the Life … So, I noticed there's a phrase going on here that’s very, very similar – A Day in the Life of a Gardener. So, maybe I'm going to switch this around because one thing you'll find out is as you are going through here, you'll notice that they’ll use similar words over and over again. So, ‘gardener’ – A Day in the Life of a Gardener … ah, look at this – A Day in the Life of a Head Gardener, A Day in the Life of the Organic Gardener – you could see videos here too. Sometimes, watching these videos will definitely help you get better understanding. But in this specific method, I would just spend about 15 to half an hour to try to map this out … Life as a Gardener, A Day in the Life of a Gardener – I think we have enough so let's just take a look.

A Typical Day – this is primarily a landscape gardener. It’s maybe not what we’re looking for but at the same time, if you are doing landscape gardening and gardening design and kind of specialize in that area, you can read through hear. You’d see “… too many typical days for Moe Dirt of Green Acres…” So, I guess, I don’t know if his real name is Moe Dirt but if it is, he gets up and early enough to be at the yard by 6:30am. After loading the extra tools, he leaves for the day into his already loaded white truck. And then he’s on his way with his crew of two by 7:00. The day has just begun and it has already begun to be monotonous. So, it seems to me like this is a story but this is a nice way to write it out. You can write it out this way or you can even open that notepad and just write it out.

So, we could say 6:30am – he’s up. You can do it by half an hour if you want to; you can do it by hour. It doesn’t matter. The further you break it down, the better obviously. So, we can do 7:00am, we can even do 6:00am. Maybe they wake up at this time or maybe they wake up here, I don’t know. With gardening, if you think about it, once the sun rises, especially in the summer time, it gets really hot so depending on where they are and what season it is, it could be different. But majority of the case, the gardeners that I know specifically – and you'll begin to think of people that you know that actually fit this. But the gardener I know, he wakes up; and I know another gardener, he wakes up typically very early because then you could start your day, you can be out in the nice cool weather digging and pulling weeds and pruning and doing everything that gardeners love to do in the nice morning cool weather, because it does get hot outside. We could think about 5 to 6 am, they wake up, they get their breakfast and eat it. You could even think like what do they eat? That could be potential product or service. What do they do? Do they take their medication? Are they taking medication that will help them get excited about the day/get energized about the day? Maybe they eat supplements and medications, B12 vitamins … just write it out. There's no right or wrong answer right now. 7:30am, they're ready to get outside. They start preparing their gardening tools maybe. By 8am, they're outside. What are they doing outside?

Let's just go look through here real quick – A Day in the Life of a Head Gardener Dave West. Zoom in a little bit here. For 44 years, Dave West has worked as a head gardener of … mansion … When Dave was hired in … we don’t need to know that … let's see… Aha! Look at that! “5:45am, it’s all about the weather. In the morning, my alarm goes off and before I do anything else, I look out the window. The forecast is crucial in my profession. I watch the weather forecast and start to plan the day’s activities. A plan for if it’s dry, one for if it’s wet.” Look at that – so he has contingency plans for when it is rainy and when it is wet so that he’s always doing something. “Although my daily regime remains the same, every day is different.”

We could even adjust it according to Dave West. He’s more of the gardener that we’re looking for. We’re not really looking for a landscaping gardener. So, we’re going to follow him. 5am, he wakes up. Rain or shine, he has a plan for each. So maybe gardening tools for rain or shine and dry. So, obviously, he skips the part where he eats breakfast. So, everybody has to eat. By 7:30am as you can see here, this is when he starts work but in between that, we have to build these two items, right? So, 7:30am, the big clean – get everything clean, get everything ready, get the garden tools ready. 11am, manager’s meeting. 11:30am is beginning to tend to the gardens. It sounds like a typical gardener who at this point all the way through 11:30am. Some people generally start earlier. So, between that point, 11am or we’ll just say 10am. From 7:30am to about 9:30am, start preparing their gardening tools, gardening equipment, preparation and planning. Then by 10am, they are outside and beginning to work. Right now, 10am, it’s still cool even in the summer time, that’s not too hot. So, hopefully maybe by 10am and then it starts getting hot at 12pm or even 1pm as we can see here. So, lunchtime, they take a break. Maybe I’ll do 12pm. Actually, we’ll do 1pm. Realistically, 10, 11, 12, and 1 – so that’s 3 hours. So, 3 hours of work. At that time, they take a break. They get lunch time and so on and so forth. So, touring the gardens at 1:30pm, labor of love.

Can you see how why looking at the typical day is so crucial? And then of course we look at a daily life of a head gardener of a different head gardener. We’re going to look through here. “Waking up early, sunlight flooding my bedroom room …” she has dogs so she gets up, gets cleaned, starts sowing seeds – essentially getting her things ready. And she goes out on the water. This gives us a better idea of what we’re dealing with.

That’s what I would do. I would just go through here and try to figure out – what does their typical day look like? If you need to watch YouTube videos and get a visual perspective of what that looks like then I highly recommend doing that but try to map it out all the way to the point that they sleep. And from that point, you have it in hand. What does this do? This helps you greatly because it tells you exactly what their frustrations are. If you'll just look at here closely, at this age, maybe they're not sleeping well. Maybe that’s a frustration that they're dealing with and they need something to help them sleep better. Or at this point, maybe they're not just getting enough energy when they go out and you could hone in on that. But you would never know this kind of stuff unless you map out their whole day, right? And that’s why it’s so crucial. But this in itself will help you understand them a lot better and essentially would help you put yourself in their shoes.

In the next video, I'm going to show you how to do what we call media mapping and go and take a step further than that and help you get a better perspective of what they like to watch, what they like, what drives them, what their motivations – so, we’re taking things a step further. All right, so, I’ll see you in the next video.