

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? **Both**
- Approximate Age range? 5-60s+
- Occupation? **Healthy, unhealthy people with back pain, joint problems, sports injuries, needing adjustments, discomfort, etc.**
- Income level? **Doesn't matter**
- Geographical location? Worldwide

Painful Current State

- What are they afraid of?

They are afraid of not being able to cure their pains, discomforts, etc. They are also afraid of getting bad/not up to par treatment from a chiropractor.

- What are they angry about? Who are they angry at?

They are angry about the fact that they can't live their life to their true potential because of back pain, neck pain, issues, etc. They're angry at themselves for not doing something to cure their pains, and the tasks that have caused them to develop these issues. They could also be angry at the jobs (factory worker, construction, hard labour jobs) that cause them this pain over time.

- What are their top daily frustrations?

Their top daily frustrations are having to deal with underperforming in tasks, and not being able to do/participate in certain things/activities because of high amounts of pain, discomfort, etc. They have to cope with the pain all day long, no matter what they do.

- What are they embarrassed about?

- They are embarrassed about not being able to do things that people without pain aren't able to do, like lift heavy things, or do intense weight training, etc. They're embarrassed about the fact that having these pains sets them apart differently compared to normal people who don't struggle to do simple tasks.

- 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?

Dealing with their problems would make them feel great about themselves. They'd finally be on the path to rehabilitation, getting their pain fixed, and finally being able to do/be a part of normal activities and not have to worry about pain.

Other people in their world think of them as strong and striving to better themselves because they finally took action to solve their pain. Now, they can do normal things, not have to worry about pain, and be able to participate in activities without the worry of pain.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

They would probably say something along the lines of “This back pain is killing me! It was nearly impossible getting here. You know, I’ve been struggling with back pain for a long time now, and I’m so frustrated that I can’t do normal things anymore. I always face problems trying to do simple tasks like pick stuff up off the floor, or stand for long periods of time. I have to deal with it every day, from the moment I wake up.”

They’d talk about the pain, how annoying it is, how they’ve had it for a long time, their frustrations, not being able to do simple tasks, etc. Mainly, it’s associated with pain and how annoying it is.

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?

It would look and feel like an entirely new life. With all of their pain gone, they’ll feel young and revitalised again. They’ll finally be able to do simple tasks, go workout, and do things that previously they couldn’t do. It’d feel amazing, sort of new, and VERY refreshing. It’d take a lot of weight off their shoulders knowing that they won’t have to wake up and deal with pain every single day.

- Who do they want to impress?

They don’t need to really impress anyone but themselves. They need to impress themselves by building up the courage, taking that action and restoring their life by fixing their pain.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They would feel proud of themselves if they were living in their dream state because since they took action, they’ve finally been able to relax and truly live life, all while being pain free. They’d feel like they’ve achieved something, since they took action.

They secretly desire people who are living their lives very actively, and who are doing the things that they’re not able to do. Since they want this life, but they can’t due to pain, they desire that lifestyle deep down.

- If they were to describe their dreams and desires to a friend over dinner, what would they

say?

They would say something like, “Honestly man, I just want to be pain free. I want to live a life like everyone else, just like you for example. I mean, look at you, you’re doing all the things I can’t do! It’s all because of this damn pain. I just want to be “normal”, and I want to do normal things that others can do, but I just can’t do them.”

The main point is how they want to live life like a “normal person” and be pain free, so they can do things without pain or worry.

- What do they currently believe is true about themselves and the problems they face?

They currently believe that they need to take action against their problems (pain, discomfort, etc.) and they need to attack it. How? By booking an appointment at a Chiropractic office. They believe they must attack the problem before it can grow worse and worse, resulting in more pain, discomfort, worse life, etc.

- Who do they blame for their current problems and frustrations?

They blame their current problems and frustrations on their jobs, the things that got them to the point they’re at today, etc. But, it’s mainly job and work related.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They might have tried to solve the problem in the past, but failed because of an inexperienced chiropractor, he didn’t properly consult the patient about their pains and troubles, they didn’t do a good job, etc.

- How do they evaluate and decide if a solution is going to work or not?

They can evaluate if the solution given is going to work or not based on Google Reviews and testimonials. Since they’ve had (or not) bad experiences with previous chiropractors, or maybe haven’t even visited a chiropractor, they want to make sure they get a chiropractor who can fix their problems. So, they look for reviews and testimonials about how the chiropractor fixed all their problems, stuff relating to their pains, etc.

- What figures or brands in the space 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? -



AVATAR:

Tom is a 45 year-old male who's currently experiencing back pain and discomfort. He's been to multiple chiropractors, but they can't seem to fix his discomfort and pain permanently. They always mess up, they're not up to standard, and overall, Tom has lost hope. He thinks that he's going to have to live the rest of his life with pain. All Tom desires is for an experienced chiropractor to step in, who has experience with the type of problems Tom is having, has gotten previous clients the results he wants, and he wants that chiropractor to help cure his pain, permanently. Tom just needs help, and he needs an experienced chiropractor to help him.