

Outreach at the bottom page

Market Research Template

What kind of people are we talking to?

- Men or Women?

Woman

- Approximate Age range?

30-35

- Occupation?

Wedding planner

- Income level?

\$3000-\$5000

- Geographical location?

Stockholm, Sweden

Painful Current State

- What are they afraid of?

- Time pressure
- Budget overrun
- Technical equipment not working as it should
- Dissatisfaction with wedding
- Customer expectations
- Communication error
- Supplier problems
- Conflicts or unforeseen events

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

- Unrealistic expectations
- Bad communication
- Late changes
- Problems with suppliers
- Unclear expectations

- What are they embarrassed about?

- In case the wedding fails
 - If they can't live up to expectations
 - Need to ask for more money, especially after they've decided their amount
- How does dealing with their problems make them feel about themselves?
- She feels happy to help her clients, no matter what
 - She can breath out when she's had a difficult couple with strange requests
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- "God, I just had such a difficult client."
 - "Sometimes it's hard to put on a fake smile with a difficult client."

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?
- Her clients would always be satisfied
 - She could focus on the relationship with them and be able to outsource small things and administrative tasks to someone else
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- Who do they want to impress?
- Clients, customers

Outreach:

Hi Isabella!

I recently listened to one of your podcast episodes, "5 sätt att minska bröllopsstressen", and really enjoyed it! I like that you particularly pointed out the importance of putting the couple's needs first, as I can imagine prioritizing can be hard when there are many tasks to check off.

While listening to the episode, I became curious to know more about your brand. After taking a look at your website, I got three ideas for a "lead magnet" page addition to increase the conversion rate of website visitors who become customers.

One of the ideas consists of a free gift to the website visitors, in exchange for their mail address. So with some inspiration from the podcast episode, I created a "5 tips Ebook" for dealing with stress during wedding planning.

If simply made accessible to the website visitor, it could enable a drastic increase in the amount of potential customers you could contact directly, and .

Just let me know, and I'll send the free Ebook over to you, as a gift!

Sincerely,
Felix Sandberg

Hej Isabella!

Jag lyssnade nyligen på ett av dina poddavsnitt, "5 sätt att minska bröllopsstressen", och gillade det verkligen! Jag gillar att du lyfte vikten av att sätta parets behov först, då jag kan tänka mig att prioritering kan vara svårt när det finns så många uppgifter att bocka av.

När jag lyssnade på avsnittet blev jag nyfiken på att veta mer om ditt varumärke. Efter att ha tagit en titt på din webbplats fick jag tre idéer för ett tillägg av en "lead magnet"-sida för att öka konverteringsfrekvensen av webbplatsbesökare som blir klienter.

En av idéerna består av en gratis gåva till webbplatsbesökare, i utbyte mot deras mailadress. Så med lite inspiration från podcastavsnittet skapade jag en "5-tips E-bok" för att hantera stress under bröllopsplaneringen.

Skulle E-boken göras tillgängligt för webbplatsbesökaren kan det möjliggöra en drastisk ökning av antalet potentiella kunder som du kan kontakta direkt.

Säg bara till, så skickar jag den kostnadsfria e-boken till dig som en gåva!

Vänliga hälsningar,
Felix Sandberg