

MASSAGE THERAPY

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

MASSAGE THERAPY

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - The majority are Women in the reviews
 - 50/50 for massages?
- Approximate Age range?
 - 12 and up.
- Occupation?
 - Massage
- Income level?
 - \$100 for 60 mins.
- Geographic location?
 - Red Deer, AB
 - Brooks, AB

Painful Current State

- What are they afraid of?
 - Rough massage.
 - Will still feel pain.
 - The money they spent is not worth it.
- What are they angry about? Who are they angry at?
 - Hearing traffic outside.
- What are their top daily frustrations?
 - Soreness
- What are they embarrassed about?
 - They are embarrassed that the massage would not work for them and getting their money wasted.
- 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?

- From a painful part of you body, the result is by getting a massage and feeling relieved again.
- They think that hopefully the massage will work and remove their muscle stiffness and any other pain in their body.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - They would say that they have body stiffness and soreness and needs to find a way to get their pain removed.
- What is keeping them from solving their problems now?
 - By not taking the next step by getting a massage.

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?
 - Each time I've called I have been able to get in that same day. I walked in to my last appointment all crippled with pain, I left able to actually move and had some relief. By the next day my pain was almost gone. Highly recommend
 - I felt completely de-stressed! Lovely space and staff. Be back real soon!
- Who do they want to impress?
 - They want ot impress the customers by having immediate relief for them.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They desire to end the feeling of their pain.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - We came for a couple massage. It was so relaxing the place looked nice and clean. Staff was great very accommodating and the masseuse listened to our concerns rather than just going into it.
Usually the massage places that we have gone is a bit chilly so you can't get relaxed but they had the perfect temperature and we asked for cupping and it actually happened.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe that massages can relief their pain in their body. So, they can perform the everyday activity activities.
- Who do they blame for their current problems and frustrations?
 - They blame their problems because of the hard work they are doing that will normally adds up the pain in your body, and making you muscles tired.\
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - For this clinic, their massage haven't failed and still improving,
- How do they evaluate and decide if a solution is going to work or not?
 - They decide to try the massage place one and see if it works for them or not.
- What figures or brands in the industry do they respect and why?
 - They respect the construction work facilities, and Slaughter house facilities, because of the work conditions in those facilities.
- What character traits do they value in themselves and others?
 - They value getting their clients back on track, and value them selves by having great convestation if their clients.
- What character traits do they despise in themselves and others?
 - Regularly having soreness in their body form work.
- What trends in the market are they aware of? What do they think about these trends?
 - They are trying to get to improve their online advertisement more clients form recommendations from former clients.
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - Any tribe, the clinic helps the people from different belifs and religions.

Places To Look For Answers:

1. Your client's existing cutomers 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: Sophia Harris

Background Details

- Sophia Harris is a 34-year-old marketing manager working for a leading tech company. She lives in a bustling city where she juggles a demanding career, long hours, and an active social life. Sophia spends most of her workday sitting at a desk, often dealing with the stress of tight deadlines and multiple projects. Outside of work, she enjoys yoga and running, but she frequently experiences muscle tension and back pain due to her sedentary job and intense workout routines. She visits the massage clinic to relieve stress, alleviate muscle pain, and maintain her overall well-being.

Day in the life:

- Sophia starts her day early with a morning run, followed by a quick yoga session to stretch and center herself. After a healthy breakfast, she heads to her office, where she spends the next eight to ten hours working on marketing campaigns, attending meetings, and managing her team. By midday, she often feels the strain in her shoulders and lower back from sitting too long. After work, she sometimes meets friends for dinner or attends networking events, but by the time she gets home, she's usually exhausted and in need of some relaxation.
- Every two weeks, Sophia schedules a massage session to unwind and treat the tension in her muscles. The massage helps her to reset, reducing her stress levels and allowing her to maintain her active lifestyle. It's her way of balancing the demands of her job with her personal health and well-being.
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