

## Cord Blood Company's target market, Avatar, and current/dream state

### -Target Market-

Middle-class to high-earning families that are not super religious or against using high-tech science to prevent their newborn baby(s) from dying in the future from harmful diseases.

What kind of family will benefit most from private cord blood banking? Families with immune genetic issues that have difficulty fighting life-harming diseases, or families with a history of mental illness such as autism and Alzheimer's.

### -The Avatar-

Mary, 29 year old housewife with a high-earning husband with a weak immune system.

#### > Background<

Mary is a healthy suburban housewife with an emphasis to live a hearty lifestyle of clean eating and hygiene for her husband. Since her husband suffers from a weak immune system, she often cleans around the house, cooks nutrient dense food to keep her husband's energy levels high to fight infections, and ensures he takes his vitamins daily to keep him healthy. Now she faces the challenge of ensuring her baby does not face the same issues as her husband but it seems inevitable due to her husband's genetic immune problem. She worries her child will become easily infected in the future by a harmful disease and will be unable to fight the infection off, causing him/her life.

#### >Values<

Like any loving mother, the priority is the health and livelihood of her family. Especially her child, she will do the means necessary to ensure her child lives a long and happy life.

#### >Pain<

Although modern medicine will ensure the survival of her child and husband, she is not using all the known resources to keep her family safe in the future, preventive measures you can say. She doesn't know any other preventive measures other than medication and proper nutrients to ensure the survival of her child.

####Key words to describe pain- scary, traumatic, panic, powerless, worry, stress, gut-wrenching, nervous.

#### >The solution/Dream state<

What is keeping Mary from alleviating her stress to ensure the survival of her child for years to come? She is unaware of the benefits of umbilical cord stem cells and how they can be extracted and stored to cure her child of possible diseases in the future.

How will the practice alleviate her worries about ensuring the survival of her child? She will not only understand the benefits of cord blood storage to protect the life of her child and husband, but she will feel ensured the stem cells will be readily available for use at any time being stored

in a private blood bank. She and her husband will have complete control of the stem cells, unlike in a public bank where they have ownership of the deposited cord blood stem cells.

## Cold Outreach Email- Sales Manager

**Subject- Increasing outreach To families in need of your services.**

Hello William,

I found your website via a Forbes health post on Facebook and was amazed by the information provided on your website on the benefits of cord stem cell treatment.

More mind-blowing is how your company can store cord blood for families to use in the future to treat 80+ **deadly diseases for anyone within the family**

You and your company are truly providing a service to families across the nation to ensure the health and survival of their children to continue the family lineage.

You have a decent following on Facebook with great reviews. However, I see low interaction and mentions from customers, making the Facebook algorithm less likely to place your company in the feed of potential clients searching for your services.

The modern world requires modern methods of advertisement to have the most outreach to potential clients.

I prepared a modernized sales ad hook for Cryo-cell that will expose the company to families with an arriving newborn on their Facebook and Instagram feeds, increasing the amount of traffic to the company's main landing page.

Let me know if it represents the ethos of your company.

Sincerely,

Adonis C Palacios

**Not bad for a dry run compared to most first-timers, I might have to cut the exaggeration ego strokes and take more time to do deep dives for companies, as data accuracy is critical.**



**“Future-Proofing the Health of Your Child: Why Cord Blood Banking  
is a Necessity!”**

**[LEARN MORE > \[TAB\]](#)**