

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women? Both
- Approximate Age range? (24-65+ for the ads and the people who book an appointment)
- Occupation? Variety. It can be any
- Income level? 1000\$-5000\$
- Geographic location? Antigua and Barbuda

Painful Current State

- What are they afraid of?
 - **Judge of other people about their teeth**
 - **Worries about long-term dental health and potential complications.**
 - **Fear of dental pain and procedures.**
 - Anxiety over the cleanliness and safety of the dental clinic, especially in the context of health pandemics.
- What are they angry about? Who are they angry at?
 - Frustration with previous negative dental experiences, whether due to pain, discomfort, or unprofessional service.
 - Annoyance with themselves for neglecting dental care in the past.
 - Anger at the healthcare system if they perceive it as being inefficient, inaccessible, or overly expensive.
- What are their top daily frustrations?
 - Ongoing dental pain or discomfort.
 - The inconvenience of scheduling and attending dental appointments.
 - Dealing with dental issues that interfere with daily life, such as eating or speaking.
 - Financial stress related to paying for dental care.
- What are they embarrassed about?
 - Poor dental hygiene or appearance, such as missing, crooked, or discoloured teeth.
 - Bad breath or other dental-related issues that affect social interactions.
 - Fear of being judged for their dental condition by friends, family, or colleagues.
- How does dealing with their problems make them feel about themselves?

- They might feel inadequate or self-conscious about their dental health.
 - Feelings of helplessness or frustration at not being able to solve their dental issues effectively.
 - Anxiety and stress about potential future dental problems.
- What do other people in their world think about them as a result of these problems?
 - Others might perceive them as neglectful of their health or hygiene.
 - Friends or family might be concerned about their well-being and encourage them to seek help.
 - Colleagues might notice their dental issues and judge them, consciously or unconsciously.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - "I'm so tired of this tooth pain, it's driving me crazy."
 - "I hate how my teeth look; I feel embarrassed every time I smile."
 - "I can't believe how much dentists charge. It's ridiculous."
 - **"I wish I could find a good dentist who doesn't make me feel anxious."**
 - **"Oh, I have very sensitive teeth and dental anxiety"**
- What is keeping them from solving their problems now?
 - Financial constraints and high costs of dental care.
 - **Fear and anxiety about dental procedures.**
 - Lack of time or difficulty in scheduling appointments.
 - Distrust or dissatisfaction with available dental services.

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?
 - They would have a perfect, pain-free smile.
 - Dental visits would be stress-free, comfortable, and affordable.
 - They would feel confident and proud of their dental health.
 - They would experience no dental issues, allowing them to eat, speak, and live without concern.
- Who do they want to impress?
 - Friends and family.
 - Colleagues and professional contacts.
 - Romantic partners or potential partners.
- How would they feel about themselves if they were living in their dream state?

- They would feel confident, attractive, and healthy.
- They would be proud of their smile and overall dental health.
- They would feel relieved and free from dental-related stress and anxiety.
- What do they secretly desire most?
 - A beautiful, pain-free smile that they can show off with pride.
 - A reliable and affordable dental care solution.
 - Peace of mind regarding their long-term dental health.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - "I wish I could have perfect teeth without all the pain and cost."
 - "It would be amazing to never worry about dental issues again."
 - "I just want to smile without feeling self-conscious."

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They might believe that their dental problems are partly their fault due to neglect or poor hygiene.
 - They may think that dental care is too expensive and out of reach for them.
 - They could believe that dental procedures are inherently painful and stressful.
- Who do they blame for their current problems and frustrations?
 - Themselves for not taking better care of their teeth.
 - Dentists or the healthcare system are expensive or ineffective.
 - Life circumstances prevented them from prioritising dental care.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Yes, they may have tried various dental treatments but faced issues like high costs, ineffective results, or painful experiences.
 - They might think they failed because they chose the wrong dentist or didn't stick with a consistent dental care routine.
- How do they evaluate and decide if a solution is going to work or not?
 - They look for testimonials and reviews from others who have had similar issues.
 - They seek recommendations from trusted friends or family.
 - They consider the cost, convenience, and reputation of the dental clinic.
- What figures or brands in the industry do they respect and why?
 - Reputable dental clinics are known for high-quality care and customer satisfaction.
 - Dental professionals who are known for their expertise and compassionate care.
 - Brands that offer affordable and innovative dental care solutions.
- What character traits do they value in themselves and others?

- Honesty and integrity.
- Compassion and empathy.
- Reliability and professionalism.
- What character traits do they despise in themselves and others?
 - Dishonesty and insincerity.
 - Lack of empathy or understanding.
 - Unreliability and unprofessionalism.
- What trends in the market are they aware of? What do they think about these trends?
 - Growing emphasis on cosmetic dentistry and achieving the perfect smile.
 - Increasing availability of dental insurance and financing options.
 - Technological advancements in dental care that make procedures less painful and more efficient.
 - They likely see these trends as positive developments that could make dental care more accessible and less intimidating.
- What “tribes” are they a part of? How do they signal and gain status in those tribes?
 - Professional groups or communities where appearance and confidence are important.
 - Social circles that value health and well-being.
 - They signal and gain status through their appearance, confidence, and overall health.

Places To Look For Answers:

1. Your client’s existing customers 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



Name: Sarah

Background Details

- She doesn't like to smile
- She's insecure about her smile
- She suffers from tooth pain
- She works as a waitress in a bar

Day in the life:

- She wakes up and goes to brush her teeth. That reminds her of her smile and thinks "I need to go to a dentist to correct my smile ASAP"
- She has breakfast, but her teeth cause her pain. Not so much that she couldn't eat, but enough to bother her.
- When she goes to work, she tries to smile without showing her teeth because she doesn't like to show them.
- At every social event she goes to, she just smiles with her mouth, without showing her teeth, which makes her look in the photo not as they would like.

Made with AI:

6:00 AM: Maria wakes up early and heads to the bathroom to brush her teeth. She feels a twinge of pain in her lower molar, reminding her of the cavity she has been putting off treating due to time and cost concerns. As she brushes, she worries about her dental health and the potential impact on her overall well-being.

7:00 AM: Helping her children get ready for school, Maria avoids smiling widely. She feels self-conscious about her slightly yellowed teeth and the visible gap where she lost a tooth a few

years ago. Her children notice her hesitation and ask if she's okay, but she brushes off their concerns with a half-hearted smile.

8:00 AM: On the drive to school, Maria listens to an audiobook but finds herself distracted by the lingering discomfort in her mouth. She wonders if she should finally make an appointment with a dentist but feels overwhelmed by the thought of finding a good one and managing the expense.

8:30 AM: At work, Maria greets her colleagues with a closed-lip smile, trying to hide her teeth. She feels embarrassed about her dental issues, especially during meetings where she needs to speak. The discomfort makes it hard to concentrate fully on her tasks.

12:00 PM: During lunch, Maria opts for softer foods to avoid aggravating her toothache. She wishes she could enjoy crunchy salads or her favorite snacks without worry. Her colleagues chat about their plans, and Maria envies their carefree smiles and laughter.

1:00 PM: The afternoon brings more meetings and phone calls. Maria's toothache flares up occasionally, making it difficult to stay focused. She feels frustrated and anxious about the growing discomfort, which affects her productivity and mood.

5:00 PM: After work, Maria picks up her children from school. They excitedly talk about their day, but Maria finds it hard to join in the conversation enthusiastically due to her dental pain. She feels guilty for not being fully present for her kids.

6:00 PM: At home, Maria prepares dinner with her husband. She avoids eating hard or sticky foods, worried they might worsen her dental issues. Her family notices her reluctance to eat certain foods and gently asks if she's feeling okay. Maria feels embarrassed and downplays the problem.

7:30 PM: Helping her children with homework, Maria feels a dull ache in her mouth that distracts her from focusing fully on their tasks. She worries about being a good role model for her kids when it comes to health and self-care.

9:00 PM: As she gets ready for bed, Maria brushes her teeth carefully, trying to avoid further discomfort. She looks in the mirror and feels disheartened by the state of her smile. She wishes she could afford and find time for the dental care she needs.

10:00 PM: Lying in bed, Maria reflects on her day and the moments when her dental issues impacted her interactions and confidence. She feels a mix of frustration and determination to find a solution but is unsure where to start.

10:30 PM: Maria goes to sleep, hoping tomorrow will bring some relief or the motivation to finally address her dental problems. She dreams of a pain-free smile and the confidence to show it off.