

Market Research

Who exactly are we talking to?

We are talking to Rachel Pederson's email list subscribers. They are aware of her social media accounts, her story, and her services.

What kind of people are we talking to?

- Men or Women: Women
- Approximate Age range: 30-40
- Occupation: working moms
- Income level: 1k+
- Geographical location: any

Painful Current State

- What are they afraid of?

They are afraid that they are not doing enough. They are thinking about the following questions: "Am I not doing enough for my children?"; "Am I unworthy of my spouse?";

- What are their top daily frustrations?

These moms are frustrated because they don't have enough time for their families since they are working all the time. They either feel tired or unappreciated by their spouse or kid (meaning they feel shitty).

- 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?

They feel weak and sometimes even lonely. These problems make them unconfident and self-doubt.

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

They would say that they want more from life. Not only do they want to be that "cool mom", but they want to feel more loved and appreciated by everyone in their family. They always hope that someday their work will be appreciated. The dialogue sounds something like this: "I wish X (the child) would listen to me, and start doing something for her future. I start thinking I'm the Bad Guy in their story, even if I only want what's best for her. Y(the spouse) is always so absent. He doesn't help me with anything. Maybe I also want to stay and relax like he does."

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?

The dream life is one in which she feels at peace. She raised her children to be happy and successful. Her spouse is by her side, supporting her.

- Who do they want to impress?

Nobody. They want to feel some kind of internal piece.

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

They seek love from their loved ones. If they were living this life they would be happy and calm about everything around them. They would feel like they fulfilled their life.

Values and Beliefs

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

She knows that unless she changes something things will still be the same. She has her weaknesses and she is aware of them.

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

Yes, they tried multiple solutions like taking another job or building an audience on a social media platform by themselves.

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

She will do some research on the internet about blogs, posts, or people who have tried a solution and see whether they achieved her goals or not.

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

Loyalty and Empathy.

- What character traits do they despise in themselves and others?

Ignorance.

Roadblock

Not enough money and fear of losing this kind of money.

Subject line: I always wanted to be the cool mom...

...But I thought I would never be.

I couldn't be a total goofball around my kid.

From 9 to 5 I got to work daily until my last drop of energy.

Fast forward 6 months and I am an **Influencer Mom**.

I'm making TikToks daily with my kid and giving her all my free time.

We go on fun trips together and if I hadn't discovered the secret to making money fast and easy through TikTok, I would probably still work 8 hours/day.

Thanks to my friend Rachel Pederson and her amazing strategies now I can be the amazing mom I always dreamed of.

(Plus her understanding and level of support helped me get through times of **struggle and doubt**.)

[Discover the exact strategies Rachel Pederson taught me to grow my TikTok.](#)