

Research Template

Target Market: the main market I will discuss is 'fully qualified UK based NHS doctors promoting their additional private services' (have discussed other markets briefly as some can merge with my main market eg. divorced/single surgeons). I made an avatar based on a plastic surgeon who operated on my wrist to repair my torn ligament and modified his age, family, lifestyle etc. This article is written by an American, where healthcare is privatized, so I used it in terms of UK based NHS doctors advertising their private services (consultations/operations) they do separate from their NHS contract.

- What kind of person is going to get the most out of this product?
- Who are the best current customers, with the highest LTV?
- People **struggling to make money** (males/females, more attractive to single/divorced people who are paying living costs alone). The divorce rate in the West is high and using this group of people who are likely to have financial problems secondary to this (**MARKET**). Surgeons are also humans and are not immune to this (divorce rate is high, low pay/workload ratio especially if only working for the NHS). My avatar is a surgeon married to a housewife and has two children, but other surgeons may be single/divorced.
- Those looking to advertise their own/their clients' products in a **more**

economical way; classified ads in places such as on the sides of newspapers/online articles are MUCH cheaper (**SOLUTION TO PRICE ROADBLOCK**) than larger display ads (more frequently used by larger corporations. Hence these may be better for smaller businesses with lower capital to spend on marketing. Surgeons in the UK do not become rich by just working for the NHS, private services bring them lots of additional income, so a cost-effective way to start advertising their service until they get enough money to scale their business in larger forms of advertising.

- Marketing Consultants who would like to improve service with existing customers (NOT JUST A MARKET, BUT ALSO THIS SERVICE COULD BE **POTENTIAL SOLUTION TO ROADBLOCK OF NOT MOVING THEM UP TO MID/HIGH TICKET PRODUCTS FROM LOW TICKET PRODUCTS ON VALUE LADDER**).
- Local businesses who want to scale up business; increasing their customers coming in and investing in their products (second lever of success).
- Normal people who want to sell some of their assets (house, car etc.).
- Mentioned doctors and dentists as a **MARKET**, my avatar will be a fully qualified UK based plastic surgeon who works for the NHS trying to promote his additional private services (see below). Surgeons have little free time for both themselves and family due to long hours and additional out of hours work including appraisals, research, paperwork etc. Therefore a time-efficient way (**REMOTE CONTROL SELLING SOLUTION**) of advertising additional medical procedures/consultations to increase income and patient count in their private sector of work.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

- **Values.** What do they believe is most important? What do they despise?
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

There are many avatars with different business fields I could create (see TARGET MARKET). Since I am a medical student I will use the avatar named **Dr. Manny Pavel, male, age 36, a fully qualified UK based plastic surgeon** (completed training 2 years ago in THE MOUNTBATTEN DEPARTMENT OF PLASTIC AND RECONSTRUCTIVE SURGERY, PORTSMOUTH and currently works there both through NHS and privately), studied Medicine MBBS BSc at UCL, did foundation year training (both years) in two different hospitals in Central London. He lives in a 5 bedroom house in Worthing, married to a housewife, and has two children. His main sub-specialities are facelifts, breast enlargement and reduction, along with wrist reconstruction.

He works for the NHS but is promoting his services for additional private work; people who can afford private healthcare and cannot stand NHS wait times. He offers his services for those that require reconstructive surgeries (eg. need repair of torn wrist ligaments) along with those who desire aesthetic surgeries (facelifts, breast enlargement and reduction) would be his target market.

On an average day in surgery (private or NHS), he would see pre-op patients to make markings on site being operated on, as well as brief the patient on op info/post op care + review and do operations (examples stated above). On some days he would run clinics to have face-to-face appointments with new patients (take history, physical exam, decide investigations, and if applicable mention treatment plan) and existing patients (do the same as last bracket, patients may be post-op coming for a review so everything in the last bracket may not be necessary).

He values his patients and believes in giving them the best results after taking time to critically think of a solution to their problem (can vary depending on if the operation is for reconstructive or aesthetic reasons) with his knowledge and experience along with consultation with the multidisciplinary team at the hospital

he works in if necessary. He also wants to increase his income by seeing more patients and doing more surgeries in his additional private work (reasons mentioned in above sections and current state) as his NHS hours have a low pay/workload ratio.

Current State

- What is painful or frustrating in the current life of my avatar?
 - What annoys them?
 - What do they fear?
 - What do they lie awake at night worrying about?
 - How do other people perceive them?
 - What lack of status do they feel?
 - What words do THEY use to describe their pains and frustrations?
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- Financial pressure, his wife doesn't work so he is the main provider of his family, and has two sons who go to private school. He is under a lot of pressure due to this and if he does less private work, he gets a significantly lower income after tax.
 - He fears that if he can't work for whatever reason (eg. an acute health problem such as a stroke or a fracture from a car accident); his family would be in financial trouble. Solution; time management; find ways to complete required tasks in less time (I discuss this throughout different points in my research).
 - As he uses most of his days when not working for the NHS; working privately to fund family expenses/bills. He has little free time for both himself and family due to long hours and additional out of hours work including appraisals, research, paperwork etc. (SOLUTION for advertising private services: REMOTE CONTROL SELLING, this way of advertising that is quick, requires less effort, and can attract many patients may be useful in terms of increasing the number of his privately seen patients).
 - He dislikes working for the NHS due to being overworked while underpaid,

and plans to only do private work in the future when he has a few more years experience as a plastic surgeon as well as earning the reputation as an excellent surgeon both from colleagues and his patients. SOLUTION: leave the NHS and only do private work (see below for more details).

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
 - What enjoyable new experiences would they have?
 - How would others perceive them in a positive light?
 - How would they feel about themselves if they made that change?
 - What words do THEY use to describe their dream outcome?
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- Leave the NHS and only do private work in the future when he has a few more years experience as a plastic surgeon as well as earning the reputation as an excellent surgeon both from colleagues and his patients.
 - Boosting his income by increasing the number of his privately seen patients, he wants to advertise his services.
 - Have more free time for himself and to spend with family by doing the above mentioned.

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

- Mentions doctors and dentists as a **MARKET**; provides a potential **SOLUTION** (the adverts attract patients looking for them) to the **ROADBLOCK** (more PRIVATELY SEEN patients means more money, fewer patients is a ROADBLOCK to making more money. Most of the UK population rely on the NHS, which is free to the point of delivery with the downside of long wait times, but those with enough money and who don't want to wait long may opt to have private consultations/operations).
- **ROADBLOCK**; door to door and phone call sales are time consuming and don't generate as much cash flow as REMOTE CONTROL SELLING (**SOLUTION FROM THIS PRODUCT**) as mentioned. The writer explains this brought him more than 20,000 cheques a day, in limited time and less effort than the first two methods (TICKS BOXES IN PRODUCT SECTION, LINKS IT TO SOLUTION). This would be useful for my avatar as life as a doctor in the NHS requires long hours, let alone additional private work.
- Needs a few more years experience as a plastic surgeon as well as earning the reputation as an excellent surgeon both from colleagues and his patients. Solution to this roadblock is obvious; discipline, patience, hard work, and resilience.
- After analysis of my avatar, I conclude that his key roadblock is lack of time AWAY FROM WORK (OPERATIONS, PATIENT CLINICS, PAPERWORK, AND OTHER EXISTING WORK RELATED COMMITMENTS). Potential SOLUTION would be leaving the NHS to do only private work (See above bullet for how he can do this) to reduce working hours but higher income (SOLVES BOTH KEY AND FINANCIAL ROADBLOCK). After leaving, he could invest his time in more private work and advertising his services. A time-efficient way to advertise like suggested in the dollar letter would also give him more time to spend with family (REMOTE CONTROL SELLING **SOLUTION FROM THIS PRODUCT** COULD SOLVE KEY ROADBLOCK).

Solution (MENTIONED IN ROADBLOCKS AND

ABOVE)

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

Product: REMOTE CONTROL SELLING (MENTIONED IN ROADBLOCKS AND ABOVE)

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

In conclusion to the points I made above; the process of REMOTE CONTROL SELLING offers a financially and time efficient SOLUTION with reduced effort to the common roadblocks surgeons who want to advertise private services (consultations/operations), and can attract many patients which is extremely useful in terms of increasing the number of his privately seen patients and income along with having more time for himself and family, once he eventually leaves the NHS and only do private work in the future.

