

- Who do you think the ideal target market for this product is?

The target for therapeutic massage is quite wide, but it seems like most people that go to Rachel struggle with back and neck pain, which is almost always connected to working at the desk for hours (which is usually a part of office work). People who have these problems are mostly 30-50 years old.

- Create an Avatar that embodies the target market you determined. List out some of their qualities.



John C., 40

John is a 40 year old father, who works a normal office job. He spends most of his day sitting around and staring at his monitor, both of which are starting to take a toll on him. His pain began setting in about 3 years ago. At first he had a dull feeling in his lower back and a slight agitation of his neck at its base after working for a couple of hours without getting up to walk around. Since then it only became worse and worse, up to the point where John couldn't ignore it. Upon going to his family doctor to ask about the problems, he was prescribed painkillers. His pain became so bad that he had to always rely on taking a pill to function and do his job. He quickly became physically dependent on them and started getting nasty side effects, like constipation, drowsiness, nausea and brain fog. His doctor is currently recommending a spine surgery for him, but John is very apprehensive about going down this route. He doesn't want to get any more side effects. He lost quite a bit of his trust in the medical industry after all the problems that pain killers turned out to give him, so he's looking for an alternative path to getting healed from his ailment.

- What are the pains and frustrations your avatar is experiencing?

He's very frustrated with the medical system and feels that there is no actual solution to his problem. He's convinced of the fact that all he has left is either take painkillers for the rest of his life or go through spine surgery, and he doesn't want to do either of these things. He's really sad

about the fact that he has to go through so much pain in everyday life, and now a lot of things he loves doing are off limits to him. He cannot play with his kids like he used to, being unable to pick up his 4-year-old, he cannot ride his bike and even simple things like walking up the stairs is a daunting task.

His pain usually comes in waves - on his worse days he cannot sleep or rest, has trouble standing up and sitting down without the help of painkillers.

- What does your Avatar desire? What does their dream life look like?

He just dreams of his life getting back to normal - he wants to be able to do all the things he used to do. He wants to be able to sleep soundly again, to work without constant pain that constantly distracts him, he wants to be able to play with their kids, and ride his bike again, which was one of his favorite ways of spending free time in the past.

- What is the key Roadblock keeping your Avatar from achieving their Dream State now?

John is not aware of any alternative therapies to the conventional painkillers and surgery. He thinks that these are the only ways to curing his chronic crippling pain.

- What is the Solution that will allow the Avatar to achieve their Dream State?

Introducing proper physical therapy that will work at the root of his problem, and help correct his problems with weak or tight muscles in the back and surrounding areas.

- How does the Product make it easier for the Avatar to implement the Solution and achieve their Dream State?

Going to a properly educated masseuse means that he won't have to do complicated rehab exercise routines for his pain. He will only have to show up about 1-2 times a week for a session, where all the work on his muscles will be done for him. The only thing he has to do is lie down and relax, and do some simple stretches at home.

He will be shown a clear path to getting rid of his pain, without any side effects of conventional methods.

- What's so special about the product you're offering; how does it stack up against all the competition

Instead of using the same methods for every person, the massage therapist offers "custom therapeutic massages". As the name may suggest, the treatment is carefully tailored to every patient - and that means that even if two people have the same injury, they will be treated differently. Apart from customized massage sessions the patients get an individual treatment plan that is designed to reach the patient's chosen goals.

One more thing that stands out is that the therapist is very goal oriented rather than session oriented. What that means is that she doesn't only work on alleviating pain, but also going towards specific functional goals, like getting back into cycling.

Subject Line: The third unconventional way to eradicating back pain from your life

Preview Text: What your doc didn't learn about in med school...

If you've ever seen the doctor for back pain, I can bet my right arm that he either:

1. Prescribed you painkillers
2. Suggested a complicated spinal surgery

Not too great of a choice.

You are basically left with numbing yourself down to oblivion...

Or risking terrible complications from the surgery.

But, given how far the medical industry has gone in the past years, there should be a better option, right?

One that works *with* your body instead of *against it*?

Well, there is one...

But, for some reason, nobody seems to teach it at med school.

Studies suggest that relaxing and stretching the deeper layers of affected tissues can greatly reduce back pain.

You can achieve that just by applying pressure to specific "trigger points" in your muscles.

This technique can "unlock" your body to enable it to start healing itself...

And finally make it possible to live a pain-free life without any drugs, complicated medical procedures or nasty side effects.

See for yourself 📌

[Click here to break free from the restraining chains of your chronic pain.](#)