

Homework for Marketing Mastery: "Know Your Audience"

Who is their perfect Customer?

1. Pediatric Dental Practice:

Beth, 34, mother of three (John - 7, Emily - 4, and Jacob - 2).

Beth isn't perfect when it comes to her own dental hygiene; her own childhood experiences left a fear that manifests every time she thinks about the Dentists. Now with three children, finding the "perfect" dentist feels impossible. John seemed to have inherited her dental fears and Emily can't sit still for even a basic cleaning visit; however, neglecting her children's dental health isn't an option.

Beth needs to manage her children's health and finding a trustworthy pediatric dentist has been a struggle. Her past experiences with dental visits have been horrible - leaving her feeling anxious and frustrated. Surprise dental bills, canceled appointments, and even a lack of pediatric care has made making appointments become extremely stressful.

Beth believes that most dentists treat their patients like numbers, not humans, like cattle being herded through a chaotic waiting room. She hears stories from other parents about rushed appointments and uncaring staff, reading reviews that say: "I pray this never happens to any other parent!"

Beth dreams of a dental practice where her children can receive gentle, patient-centered care with a dentist who can put her children at ease. Each visit should be a positive experience! Upfront costs, flexible and clear communication.

An ideal practice would provide exceptional care and make Beth feel proud as a parent, wanting nothing more than her children looking forward to future visits.

2. Chiropractic Clinic:

Austin, 42, office worker for 20+ years

Austin, staring at his computer screen, feels a familiar ache in his lower back. Twenty years slouching over a keyboard gave him a constant companion.

He wasn't always in pain - remembering weekends spent chasing his younger brother. Now simple tasks like playing catch with his kids leave him wincing. Frustrated by his physical limits, the pain makes him feel weak. Once he was lying on the floor for an hour, unable to get up, utterly helpless.

His last attempt at a chiropractor went horribly. A rushed appointment, an impersonal treatment, and the feeling of a lighter wallet, but no relief. He tried to cancel his membership because he was out of town for a while, but you can only cancel in person.

Austin is looking for a solution besides painkillers or endless doctor visits. He craves the strength and agility of his youth, the ability to keep up with his family. Austin wants a chiropractor who doesn't want to just treat the pain, but tailors their treatment towards Austin's specific needs. He wants to feel heard and respected, a place he's genuinely cared for and supported in his journey to better health.

Austin wants to reclaim a piece of himself he thinks is lost forever