

Business Objective: Convert first-time active buyers to fill out form (give contact info)

1. Who am I talking to?

- a. Payors, providers, and life sciences organizations

2. Where are they now?

- a. Actively searching for healthcare consultants to help their business
- b. Level 3 - Solution Aware
- c. Stage 5 Sophistication - Experience Play
- d. Current State
 - i. Frustrated with rising costs
 - ii. Unhappy with outdated systems that are making them fall more behind
 - iii. Stressed from rising competition
- e. Dream State
 - i. Operating efficiently at the top of their market
 - ii. Has everything and everyone running smoothly
 - iii. Employees are happy with their work, momentum is swinging in their favor for once
- f. Current Pain - 8/10
 - i. They're not just frustrated by rising costs—they're losing sleep at night wondering if their company will still be competitive next year. Every day they delay fixing these outdated systems is a day their competition pulls further ahead.
- g. Belief in Idea - 3/10
 - i. They are aware of consulting but not quite sure if it works. Some companies are said to have done a great job while others seemed to do nothing.
- h. Trust in Company - 1/10
 - i. Has never heard of them or what they have done

3. What do I want them to do?

- a. Stay on the page
- b. Fill out Contact Us form

4. What do they need to think/feel/experience to do those things?

- a. Stay on the page
 - i. Clean and professional look
 - ii. Feeling that they are reading from an expert in their field
- b. Fill out contact us form

- i. Feeling understood
 1. “Our healthcare consulting services help payors, providers, and life sciences organizations navigate the changes affecting your workforce, operations, and strategic vision.”
 - a. MY CLIENT → *“With over X years of experience working exclusively with payors, providers, and life sciences organizations, our healthcare consulting services have consistently delivered results by cutting operational costs, implementing cutting-edge technology, and ensuring compliance with evolving regulations.”*
- ii. Guided by experts
 1. These people have experience in my field, they know what they’re doing, they can help
 2. They’ve helped other people in my field (also social proof)
- iii. Social Proof
 1. Testimonials, case studies
 2. Hammer these
- iv. More “experts”
 1. Meet the team kind of thing
 2. Build trust with the experts before meeting them
- v. Contact Us
 1. “Fill out our form to explore tailored solutions today!”
 2. “Tell us about your situation”
 - a. MY CLIENT → *“Don’t let another day pass without the expert support your business needs. Fill out our form now to start a conversation with one of our specialized consultants and uncover tailored solutions that will put your company back on top.”*

Avatar: Dr. Sophia Martin

- **Demographic Info:** Female, age 52, Chief Medical Officer at a mid-sized life sciences company.
- **Professional Background:** Over 25 years in the medical research field, with a strong focus on pharmaceuticals.
- **Goals and Aspirations:** Wants to streamline research operations, reduce operational costs, and implement cutting-edge technology to stay competitive.
- **Challenges and Pain Points:** Struggles with integrating new technology into existing systems, managing a diverse and sometimes remote team, and staying compliant with ever-evolving regulations.
- **Values and Fears:** Values innovation, transparency, and efficiency. Fears falling behind competitors and making costly mistakes due to lack of expert guidance.
- **Information Sources:** Relies on industry journals, attends major healthcare conferences, and is active on professional networks like LinkedIn.

- **Decision-Making Criteria:** Believes she is a very smart woman so most decisions she makes on her own, but does ask for outside feedback before she makes a big decision.
 - Looks for consulting firms with proven expertise in life sciences, appreciates personalized service, and values firms that can demonstrate a clear ROI.
- **Marketing Message and Channel Preferences:** Responds best to data-driven insights and case studies shared through industry publications and LinkedIn articles.

General Notes

- 1) Add more kinesthetic and sensory-driven language to bring the solution to life. For example:
 - a) *“Imagine a future where your operations run seamlessly, your employees are engaged, and you’re no longer buried in inefficiencies. With our solutions, your business won’t just survive—it will thrive.”*

Strengthen the Problem-Solution Angle:

- You’ve already outlined the audience’s **current pain** and **desired dream state**. Now, consider reinforcing how **your solution** is the exact bridge between their current frustration and their desired outcome.
- Make it crystal clear that their **worry about falling behind** is solved with your cutting-edge solutions:
 - **Example:**
 - *“Every day you spend without upgrading your systems is a day your competition pulls further ahead. But with our tailored solutions, you’ll not only catch up—you’ll surpass them. Let us show you how.”*

Eagle Hill also places a significant emphasis on **workforce challenges**, such as managing teams and building leadership. Their copy frequently talks about **workforce transformation**, suggesting that operational challenges aren’t just about tech and systems but also about **people management**. This might be an area to highlight further in your copy.

Emphasize Industry-Specific Expertise:

- The website positions Eagle Hill as **experts in the healthcare and life sciences space**. You’ve already captured this, but it’s worth doubling down on the idea that their experience is **industry-specific**, which is a major trust factor for payors, providers, and life sciences organizations.
- **Suggested copy integration:**
 - *“With decades of experience working exclusively in healthcare and life sciences, we understand the challenges you face—from regulatory compliance to staying ahead of market trends. Our solutions are built for your industry.”*