

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Client :

A company that help children/mothers/traumatized women to overcome their problem with pet therapy

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 100% women
 - 80% mothers for their handicap children
 - 20% abused women
- Approximate Age range?
 - 30-50yrs
- Income level?
 - Middle class 80%
 - Low middle class 20%
- Geographic location?
 - Canada (Qc)

Painful Current State

- What are they afraid of?
 - They are afraid for the quality of life of their special needs children may have because a lot of them have dyslexia, anxiety, trauma, handicap, phobia and autism that kept them from having a normal life. That they will not be adapted enough to be at ease in society and they are afraid to not be able to help them learn how to overcome their difficulties
- What are they angry about? Who are they angry at?
 - Angry at themselves for not having the competence necessary to manage the

education of their kids without help of professionals because they have specific difficulties. (dyslexia, anxiety, trauma, handicap, phobia and autism) They are hard to manage when you don't have a specific formation about it. They experience feelings of guilt, frustration, and helplessness, wondering if they're doing enough or if they're making the right decisions for their child's well-being with what they know about their specific situation.

- What are their top daily frustrations?
 - Don't have the help they need and the guidance of a professional to continue to support their kids emotionally. Its draining them of their energy so they can't do enough to have good results.
 - Don't have illimited amount of money to consult regularly with psychologists, its not effective enough too, so it will take a lot of time from them to go there often. Plus, it is way less adapted and comfortable for the child to go trough than a good emotional support dog who dont examine them for their every move.
- What are they embarrassed about?
 - They are scared to get help / lonely
 - They cant have the patience to help their child
 - Ruby was incredibly gentle and patient with my 6-year-old, who struggles with anxiety
 - Terrible mental health
 - The pandemic really affected our students' mental health by making it difficult for them to express their emotions, understand their emotions, connect with others and to not fear new things that arrives in their lives
- Do other people in their world think about them as a result of these problems?
 - They have pity for these women who seemed exhausted and don't seemed to have good results for every efforts they put in their child and every specialist their met
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - There is nothing more they can do personally to help their child overcome their fear/trauma/mental problems
 - They don't have enough resources to get the help they need
 - They want the miracle solution that is gonna save them
- What is keeping them from solving their problems now?
 - Money

- Ressources
- Knowledge

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?
 - They would have someone helping their children's needs, seeing real results from the therapeutic consultation and completely changing their abnormal behavior. Plus relieving the mother from the weight they have from all the questioning they had. Like if they will be able to find an adapted, efficient solution for all.
 - we truly understand how therapeutic having animals around can be
 - It's a privilege to bring so much joy to people
 - are such a joy to have a visit with
 - Feel supported, loved, understood, special and helped
 - We welcomed three beautiful, patient dogs who brought immediate relief and joy.
 - I could see my students' faces visibly relaxed as they played, sat and hugged the dogs
 - Interacting with animals can have a positive impact on our mood and behavior
 - She was angelic, the most sensitive and most loving dog... she just knew I needed her
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They would feel competent enough, like a good mother that help her children overcome mental difficulties (stop feeling guilty/bad mother
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe they are helpless and worthless and that they can't feel better
- Who do they blame for their current problems and frustrations?
 - Themselves because they don't have the solution for their kids problems
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Consult in psychoeducation/doctors/psycholog
 - Tried pills for anxiety, ADHD, etc
- How do they evaluate and decide if a solution is going to work or not?
 - By how it make them or their children feel on the moment of consultation, how it relief them for later at home and the progress of the behavior
- What character traits do they value in themselves and others?
 - They persevere out of love
 - They are resilient because the are always trying new thing to end the problems
- What character traits do they despise in themselves and others?
 - They think they are not courageous/intelligent/good enough but others are because they didn't found any efficient solutions
 - They think they deserve to feel alone and desperate in their struggles because for them, a mother is supposed to always be able to found a solution for their children needs/problems and they don't, the are a failure
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - They are part of the «proud perfect mothers» tribe
 - They signal their status by how their children are doing well in school, etc.

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



She maintains a composed appearance. She often feels overwhelmed by the daily emotional demands. Over time, the weight of guilt and helplessness grows, and she wonders if she's doing enough for her child. She is desperate.

Name: Caroline

Background Details:

She lived a simple life. She worked a steady job in administration, enjoying the routine and stability it brought her. She didn't have big ambitions. She valued the comfort of a predictable life. Her life was modest, she was content with it.

Day in the life:

She wakes before the sun feeling the weight of another difficult day. Her mind is full of thoughts and she doesn't know what to focus on. Throughout the day, she juggles work, household chores and errands, often feeling overwhelmed by the demands of her life, while battling feelings of guilt for not being able to do more for her special needs child.

Current state

- Desperate
- Lonely
- Stressed

Dream state

- Relieved
- Progress in kids state
- Less stress/pressure on mother's shoulder
- Trauma free

Road Blocs

- Resources available
- Limited money
- Limited knowledge
- Limited energy/patience
- Recovery is verrrryyyyy long

Solution

- Cheaper way of therapy/overcome trauma = pet therapy. Really impactful and give a lot of the needed emotional support for both mother the child

The ad :

A Friend Who Understands

Favored Growth Through Connection

Imagine your child connecting, communicating, and overcoming their fears, phobias, or anxieties, guided by the gentle presence of a therapy dog. Our animal therapy sessions create a safe space where children can open up, explore their emotions, and experience real progress.

Give your child the support they need to thrive and finally feel the peace of knowing they are in good paws!

"Book a session today and take the first steps toward a fear-free future!"

