

# Research Template

## Target Market

- What kind of person is going to get the most out of this product?

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.

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 than larger display ads (more frequently used by larger corporations). Hence these may be better for smaller businesses or sole traders with lower capital to spend on marketing.

- Who are the best current customers, with the highest LTV?

Marketing Consultants who would like to improve service with existing customers (**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.).

Doctors and dentists are also a **MARKET**, my avatar will be a fully qualified UK based surgeon who works for the NHS trying to promote his additional private services (see below). Surgeons (NHS/Private/Both) 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 of advertising private medical procedures/consultations

to increase income and patient count in their private sector of work.

- What attributes do they have in common?

Whether unemployed, employed or self-employed, they are all struggling financially with their existing income after taxation. The only difference is the degree of financial crisis and their living costs depending on their lifestyle (eg. number of cars, kids etc.).

## Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

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.** He was born in the UK and of Indian ethnic origin.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Dr. Pavel completed his speciality 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 (FY1 in St. Thomas'/Guy's Hospital, FY2 in King's College London). He lives in a 5 bedroom house in Worthing, married to a housewife, and has two sons. His main sub-specialities in plastic surgery are facelifts, breast enlargement and reduction, along with wrist reconstruction.

- **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.

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).

- **Values.** What do they believe is most important? What do they despise?

He loves his family a lot, but as his wife does not work, he has to sacrifice a lot of his time to provide for his family, he does not like losing this time, but knows they will struggle financially even more if he does not work as much as he does, both of his children go to a private school but have full 50% scholarships. He has many White British and British Indian friends, however they don't meet very often due to commitment to work and family.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

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.

His love for his family pushes him to work long hours and additional out of hours work including appraisals, research, paperwork etc. so that the costs of living can be covered and his family can live a comfortable life. His sacrifice is the amount of time he spends with his family.

He is well respected in the local community (his group of British Indian friends and their family, most of who are doctors as well as his White British colleagues and/or friends) due to his commitment to his profession and family as well as his conservative views and the fact that his family have the same values along with the academic excellence of his children. He believes that it is extremely important, for both him and his family, to have this image.

## 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?

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?

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. He would also have the same or higher income by doing so, he could go on more vacations; with friends and separately with family.

A higher income and more time to spend for himself, friends, and with family would make him feel more relaxed (less financial worry about family and less fatigue from work) and people would be happier that he spends more time with them than before.

He would describe this outcome as **more relaxing, satisfying, loving (towards family), interesting, and enjoyable** as well as **less stressful, tiring, and miserable**.

## 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?

Fewer privately-seen 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.

Door to door and phone call sales, or in the case of Dr. Pavel; offering private healthcare to each and every NHS patient who he sees that doesn't want to bear long wait times, are time consuming and don't generate as much cash flow (from patients opting for private procedures/consultations) as REMOTE CONTROL SELLING (**PRODUCT**), as mentioned in the famous dollar letter.

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 to be able to earn a large enough income from doing ONLY private procedures/consultations.

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). After leaving the NHS, he could invest his time in more private work and advertising his services (ROADBLOCK for this mentioned above).

## Solution

- 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>”

More PRIVATELY SEEN patients means more money earned, 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.

A time and cost effective way to advertise his service to as many patients (both existing and new).

Solution to the roadblock of needing more experience to leave the NHS with a good enough reputation to do only private work is obvious; TIME. This requires discipline, patience, hard work, and resilience.

## Product

- 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 regards to the **product**; **REMOTE CONTROL SELLING**. This is a cost-effective and time-efficient method of advertising his private consultations/operations to both new and existing patients. Before or after leaving the NHS, he can use this to create a website offering his private consultations/operations, with approximate prices for each of his these (may or may not include price of other services by members of his multidisciplinary team in the clinic such as anaesthesia given by anaesthesiologist, pre and post-op care by

nurses etc.). It is much more time-efficient and less tedious, and increases the number of patients moving up the value ladder as well as increases the number of new patients attracted to his services.

If he doesn't want to give prices without consultation, he could use a lead funnel such as 10% off the first consultation in exchange for contact information. A consultation with the patient before doing any procedures is mandatory whether he shows prices on the website or not. People know that procedures done privately by a plastic surgeon are expensive so it may be a better idea to show the price of consultations (obviously much cheaper) and then use the lead funnel technique I mentioned. He could also use the lead funnel technique to send people his newsletters, this could include how he solved a difficult patient case or his recent research into new surgical techniques, this would increase the confidence both existing and potential patients gain in him. Therefore, increasing the likelihood of moving them up the value ladder and scaling up his business.

Using **REMOTE CONTROL SELLING** would make his patients gain more confidence in him as they can read testimonials and reviews. It would trigger emotions in them and amplify their desires (confidence that he will do a procedure with great results) both by seeing that he is an experienced and excellent plastic surgeon as well as provided the website is designed in the best way; the patients would be even more inclined to invest in his services.

These factors above make Dr. Pavel more inclined to invest in the products, however his concern about using this to advertise private services is legal trouble (government due to taxation issues, lawyers as private healthcare increases likelihood of being sued, as well as jealous colleagues; all which were mentioned in the famous dollar letter). The taxation issue can be solved by talking to an experienced accountant. As a surgeon who does any private work, you can NEVER have a 100% guarantee that you will not get sued, you can only decrease your chances which in his case; there are two ways.

Firstly, to reduce the risk; he should only perform surgeries to the best of his abilities, warn patients of potential risks to make sure they sign the consent form before doing any procedure. Secondly, he should be prepared for being sued; he



should have contact with a very good lawyer and pay malpractice insurance to a reputable company. All doctors can make mistakes but as long as he upheld confidentiality and didn't endanger the patients' lives by neglect, he should also make sure he has good physical and mental health when working. In regards to jealous people, this cannot be prevented all the time, but it is important that he upholds his good values and reputation as well as not giving anyone a good reason to slander his name and ability to be a spectacular surgeon.