

MARKET RESEARCH TEMPLATE

TOP PLAYER ANALYSIS AND WINNERS WRITING PROCESS

Business Type: Dental Care

Business Objective: more than 50 clients a month

Funnel: Google search ads

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
Both men and women
- **Approximate Age range?**
Kids 4-12 , Teens 13-18 , Adult 19- 50+
Working in the teeth pain
- **Occupation?**
All aspect of occupations
- **Income level?**
1k-10k
- **Geographic location?**
Nairobi, Kenya

Painful Current State

- **What are they afraid of?**
 - 1) There's a lot of pain in my teeth
 - 2) I can't eat
 - 3) It's get me down
 - 4) It's the worst thing that has ever happened to me.

- **What are they angry about?**

- 1) Tooth Decay in their mouth
- 2) I dreaded the thought of a root canal, fearing it would be painful and expensive
- 3) Had some pain in my tooth, turned out I needed a root canal

- **Who are they angry at?**

- 1) The long lasting tooth pain
- 2) The cost of having re-appointment at the dental care after the first check-up
- 3) If only I had taken better care of my teeth sooner, I wouldn't be in this mess
- 4) dental care system for making treatment so expensive and inaccessible

- **What are their top daily frustrations?**

- 1) My smile was always a source of insecurity, but getting braces changed everything!
- 2) managing dental anxiety and phobia

- **What are they embarrassed about?**

- 1) Tooth Decay
- 2) Affordability
- 3) Appearance of their teeth
- 4) Fear of the Dentist
- 5) Bad breath

- **How does dealing with their problems make them feel about themselves?**

- 1) Very proud of themselves
- 2) Smile in public
- 3) Talk with confidence
- 4) Improve on their self-esteem

- **- What do other people in their world think about them as a result of these problems?**

- 1) I am able to smile again.
- 2) Overcome their social withdrawal
- 3) Do away with the feeling of sadness

- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**

- 1) Two years ago I went for my first root canal in a different dental hospital, the experience was horrific, the injection was damn painful!! I was left traumatized, completely!!
- 2) He is incredibly friendly and accommodating, making each visit a pleasant experience
- **What is keeping them from solving their problems now?**
 - 1) Daily Commitment at their normal lives
 - 2) Not brushing regularly
 - 3) Cost of Treatment
 - 4) Dental phobia
 - 5) Cultural or Social factors

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?**
 - 1) I had never experienced a dentist who walks me through the treatment procedure with so much professionalism and care while explaining everything with ease and in layman's language that I understand exactly what he's doing to my teeth
 - 2) Increased confidence and self-esteem
 - 3) Free from dental anxiety
 - 4) no more pain, discomfort, or sensitivity
- **Who do they want to impress?**
 - 1) Work Colleagues
 - 2) Friends
 - 3) Close family members
- **How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?**
 - 1) a great job with cleaning and polishing my teeth
 - 2) A big smile on their faces
 - 3) My teeth would be strong, healthy, and aesthetically pleasing
 - 4) any future visits would be painless, smooth, and stress-free
 - 5) feel more confident in social settings, at work, and in personal relationships
- **If they were to describe their dreams and desires to a friend over dinner, what would they say?**
 - 1) They have changed my story, zero pain with the Injections, the procedure was very

peaceful and smooth - painless, I don't even feel the injection!!! I will never feel uneasy about visiting.

- 2) . highly recommend people to this hospital their services are absolutely awesome
- 3) "You know, I've been thinking a lot about how different my life would be if I could just fix these dental problems once and for all. I dream of having a healthy, pain-free mouth, where I don't have to worry about discomfort when I eat or smile. Imagine being able to laugh freely or take a bite out of something crunchy without wincing—just feeling normal again.
- 4) At the end of the day, I just want peace of mind, knowing I can maintain my oral health without the stress, pain, or cost weighing me down. If I could make all this go away with a snap of my fingers, life would feel so much easier, lighter. I'd just feel... free."

Values, Beliefs, and Tribal Affiliations

- **What do they currently believe is true about themselves and the problems they face?**
 - 1) They will receive a special dental care service
 - 2) feel frustrated with their dentists if they perceive a lack of modern techniques or advanced skills being applied to their care
 - 3) I should've taken better care of my teeth when I was younger
 - 4) I just have bad teeth in general; no matter what I do, it keeps getting worse.

- **Who do they blame for their current problems and frustrations?**
 - 1) Their consistency of not brushing everyday
 - 2) If only I'd flossed more or gone to the dentist regularly.
 - 3) If dental care weren't so expensive, I wouldn't be in this position

- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
 - 1) Their first visit at a local dental care
 - 2) Poor services at their initial check-up
 - 3) Missed appointments
 - 4) I tried what I could afford, but it wasn't enough.

- **How do they evaluate and decide if a solution is going to work or not?**
 - 1) Quality service
 - 2) Regular visits/dental history
 - 3) If it's something I can't realistically afford, then it doesn't matter how good it is.
 - 4) Long term effectiveness
 - 5) The professional seems trustworthy, experienced, and patient with their concerns

- **What figures or brands in the industry do they respect and why?**
 - 1) Local dentists with good reputations
 - 2) Brands offering affordable solutions
 - 3) Dental product brands
 - 4) Brands that offer pain-free or minimally invasive dental technologies

- **What character traits do they value in themselves and others?**
 - 1) patient's individual concerns, preferences
 - 2) They value the ability to find solutions to tough problems, whether financial, personal, or health-related

- 3) they value transparency—about costs, procedures, and options
 - 4) If they're dealing with persistent dental pain, they likely pride themselves on their ability to keep going despite discomfort.
 - 5) they fully meet this standard or not, they appreciate when others (or themselves) take responsibility for their health and actions
- **What character traits do they despise in themselves and others?**
 - 1) They likely struggle with this trait and may feel frustrated when they (or others) continuously delay important decisions or actions, such as making a dentist appointment
 - 2) They dislike dishonesty, especially among professionals. Being misled about the severity of their dental problems, costs, or the efficacy of a treatment would upset them.
 - 3) They despise when people judge others based on their appearance or health choices.
 - **What trends in the market are they aware of? What do they think about these trends?**
 - 1) They may be aware of the rise in telehealth for dental care, such as virtual consultations and check-ins.
 - 2) Innovations in pain-free or minimally invasive treatments, such as laser dentistry or no-needle anesthesia, would likely stand out to them. They would view these positively, as they reduce fear and discomfort associated with treatment.
 - 3) They might be aware of growing interest in holistic or natural dental care (e.g., using essential oils or alternative treatments) and might have mixed feelings, seeing it as either a viable, gentler option or as less effective compared to traditional methods.
 - **What “tribes are they a part of? How do they signal and gain status in those tribes?**
 - 1) They likely identify with those who prioritize overall well-being but struggle with certain aspects, like dental health
 - 2) They may identify with those who work hard but still face financial challenges in affording healthcare. Within this tribe, they gain status through their resilience—working through pain or discomfort and making sacrifices to provide for their family, even if they've delayed their own dental care.
 - 3) If they have dental anxiety, they might be part of online or in-person communities of people who also struggle with phobias or health-related fears. They gain status by sharing coping strategies, offering encouragement, or sharing information about non-judgmental and caring professionals.

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



Name: Galgalo

Background Details

- 24 years old, Kenyan
- Gets bad grades in school
- Always on his phone scrolling social media (Passive attention almost 24/7)
- Middle-class household, employed
- Mom gets upset for how much money he spends on electronics
- Mom and Dad separated

Day in the life:

- Scrolls internet on the way to work
- Eats lunch alone , talks about TRW and a great fun of Tate Brothers
- Has no sports commitments after school, takes bus home and watches social media every time
- Read novel sometimes