

pmnMARKET RESEARCH

Market: Complementary and Alternative Medicine (CAM)Market

Niche Name: Holistic Hypnotherapy

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
 - 66.2% women and 37.8% men
 - Source: <https://pmc.ncbi.nlm.nih.gov/articles/PMC6874875/>
- **Religion types:**
 - Catholicism
 - Christianity
- **Approximate Age range?**
 - 27 - 32
 - 50 - 65
- **Occupation?**

○ Lawyer	○ Business Administration
○ School Teacher	○ Housewife
○ Policeman	○ Clinical Administrator
○ Nurse	○ Journalist
○ Obstetrician	○ Immigration Agent
○ Doctor	
○ Engineer	
- **Income level?**
 - Average: \$1,190.00 (USD) per month
 - \$3,000.00
 - \$1,200.00
 - \$1,000.00
 - \$500.00
 - \$250.00

- **Geographic location?**
 - Lima, Peru:
 - San Juan De Lurigancho
 - Chorrillos
 - San Borja

Painful Current State

What Are They Afraid Of?

(Sources: Competitors' Google Reviews, Facebook, Instagram, and competitors' websites)

1. Therapy-Related Concerns

- Unprofessional Therapies: Lack of qualifications or skills among therapists
- Inability to establish a trustworthy, empathetic connection with therapists
- Concerns over poor customer service and feeling unwelcome
- Discomfort with the physical therapy space/environment
- Misunderstanding or confusion around hypnotherapy methodologies
- Fear of hypnotherapy firms or therapists being untruthful or profit-driven
- Concerns about investing time and money in a potentially ineffective or low-quality service
- Negative past experiences with therapy
- Anxiety over trying something new, especially as a newcomer to Holistic hypnotherapy

2. Personal Health and Wellness Concerns

- Both physical and mental pain
- Feelings of suffering, weakness, and low energy
- Anxiety and lack of serenity, including panic attacks
- Inability to release emotions, leading to bottled-up stress
- Lack of presence and disconnect from personal experiences
- Insomnia due to:
 - Insecurities
 - Anxiety
 - Health concerns

3. Emotional and Psychological Pain

- Emotional Distress:
 - Sadness, depression, and chronic stress
 - Procrastination and lack of motivation
 - Inner conflict, feeling at odds with oneself
 - Sense of abnormality or disconnection from self
 - Feeling enslaved by limited thinking that restricts personal progress

4. Fear of Unfulfilled Expectations and Life Limitations

- Fear of illnesses or chronic conditions, and the potential inability to heal
- Fear of death, including the passing of parents or loved ones
- Worry over not recovering quickly or fully (no poder sanar)
- Fear of missing out on societal norms or falling short of life's milestones
- Feelings of inadequacy and not meeting personal or social expectations
- Mistrust of others, limiting openness to new experiences
- Regret over missed opportunities or goals not pursued
- Darkness and emotional entrapment in negative thoughts
- Disappointment over unmet expectations in therapy

5. Life Organization and Control Challenges

- Life Disorganization:
 - Struggles with planning and maintaining control over life's trajectory
 - Feelings of confinement, being burdened, or enslaved by responsibilities
- Impatience with progress in therapy and life changes
- Persistent lack of motivation
- Self-imposed limitations and feeling unprepared for growth or forward movement

What Are They Angry About?

(Sources: Competitors' Google Reviews, Facebook, Instagram, and competitors' websites)

1. Anger Triggers Related to Holistic Hypnotherapy Services

- Experiencing poor service, particularly when new to hypnotherapy
- Purchasing a bad product or feeling they wasted money
- Therapists acting unethically or dishonestly to make a sale
- Therapist's lack of professionalism or signs of incompetence
- Therapist's unavailability during times of need

What Are Their Top Daily Frustrations?

1. Emotional Pains and Distress

- Emotional Struggles:
 - Sadness, depression, and stress
 - Anxiety, agitation, or restlessness (opposite of serenity)
 - Panic attacks
 - Feeling lost or unsure of identity
 - Inability to release emotions, leading to a lack of presence
 - Feeling disconnected from the present moment

2. Physical Pain and Discomfort

- Physical pain and discomfort often caused by:
 - Trauma, stress, and anxiety
 - Example: "Me encantó! Fui con el peor dolor de espalda por estrés y me ayudaron muchísimo. Salí totalmente renovada."

3. Frustration with Limited Beliefs and Personal Progress

- Feeling stuck or held back by limiting beliefs, preventing progress
- Example: "Segunda vez que recibo una terapia de theta healing y noto los cambios. Gracias a eso, puedo liberarme de las creencias limitantes que no dejaban avanzar. La recomiendo mucho."

What Are They Embarrassed About?

1. Lack of Personal Control

- Inability to control:
 - Health and well-being
 - Power over personal life changes
 - Consistency in self-care
- Feelings of self-victimization (victimización)
- Lack of self-confidence
- Discomfort in sharing mental health struggles like depression or anxiety publicly

How Does Dealing with Their Problems Make Them Feel? What Do Others Think of Them as a Result?

1. Post-Therapy Positive Self-Perception

- After experiencing therapy, clients report feelings of:
 - Peace, tranquility, and relief
 - Unique sensations, such as energy shifts
 - Liberation from physical and emotional discomfort
 - Renewal, relaxation, and serenity
 - Improved health, better sleep, and mental clarity
 - Ability to find answers to long-standing problems
 - A sense of empowerment and regained control
 - Enhanced life perspective and self-awareness over time
- Gratitude for Therapy Services:
 - “Muy agradecida, me atendieron muy bien y me sentí renovada. ¡Muchas gracias!”
 - “Fue una experiencia enriquecedora que me ayudó a ver situaciones de mi infancia.”
 - “Delia y Rosa son terapeutas que acompañan con amor, paciencia y efectividad.”

2. Recognition from Others Post-Therapy

- Others admire clients' transformation, recognizing the dedication and discipline required to create positive change and become better individuals.

If They Were to Describe Their Problems and Frustrations to a Friend Over Dinner, What Would They Say?

1. Expressions of Deep-Seated Frustrations

- Daily stresses, particularly feeling controlled by anxiety and stress
- Examples:
 - "Se siente ansiosa hasta el punto de medicarse para mantener la calma."
 - "Tengo muchas ganas de hacer actividades, pero no puedo debido a dolores de cabeza y otros problemas."
- Major Challenges:
 - Inability to work due to an accident (physical and emotional impacts)
 - Memories of past abuse or mistreatment
 - Sadness over being distanced from children
 - Desire to remain active and productive but feeling unable to achieve it

What is Keeping Them from Solving Their Problems Now?

1. Skepticism and Lack of Understanding of Therapies

- Skepticism about Holistic Hypnotherapy and other therapies:
 - Fear of hypnotherapy due to religious or cultural beliefs (e.g., associating hypnosis with magic or the devil)
 - Lack of exposure to or knowledge of Holistic Hypnotherapy
 - Example: "Muy efectivo! Al inicio estaba escéptica, pero luego me sorprendí y agradecí mucho."

2. Misunderstandings about Therapy Types and Tools

- Diapason Therapy:
 - Confusion about its purpose, benefits, and uses of specific frequencies
 - Example Questions:
 - ¿Por qué eligió 512 Hz y para qué se usa el 528?"

- “¿Qué estudios científicos apoyan los beneficios de estos diapasones?”
- Sound Therapy:
 - Difficulty finding scientifically supported benefits
 - Example: "Usen audioterapia para dormir y a largo plazo notarán los cambios."
- Holistic Massage Therapy:
 - Curiosity about oils used and massage techniques
 - Example Questions:
 - “¿Qué aceites usó?”
 - “¿El masaje es fuerte o suave?”

3. Lack of Trust and Fear of the Unknown

- Fear of trying new therapies due to unfamiliarity with practices and therapist's reliability
- Financial concerns over therapy costs
- Pain and suffering from recent personal tragedies:
 - Example: "Perdí mi bebé hace unos días, y en este sonido he encontrado calma y regeneración."

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 and feel like?

1. Relief from Pain and Suffering

- “Chicos, para mí estos 4 días también han sido muy intensos, reconozco que hoy ando con resaca, mis emociones están revueltas. Esta experiencia me ha regalado cosas muy bonitas, ha movido mi energía, mis emociones y mi corazón. Gracias a todos por ser tan especiales.”
- Tranquillity (Tranquilidad)

2. Self-Confidence

3. Feeling Energies

- “¡Todavía estoy ‘waow’! Me vibra el corazón, cuánta energía bonita. Gracias al señor Gong ti Vikrampal y Prem por compartir vuestra sabiduría con tanta generosidad. Una gran vivencia para expandir nuestro Ser, nuestra alma, sin duda una bonita terapia para el corazón.”

4. Self-Love

- “La primera vez que sentí el sonido de un Gong me atravesó el Alma y me dije: esto no es de este mundo. ¡Es tan maravilloso que te hace sentir que eres puro Amor!”

5. Continuous Personal Development and Learning (Discipline)

- “Desde hace al menos 10 años, no he dejado de aprender diversos tipos de terapias. Las que me han ayudado mucho en mi proceso de vida y recuperación personal.” Para encontrarme a mí misma.”

6. Ability to Help Others with Knowledge Gained

7. Joyful and Successful Therapy Experience

- “Estoy emocionado con la formación online. De manera fácil y amena, nos adentras en el maravilloso mundo de la Terapia de Sonido y el Poder Sanador del Gong. ¡Cómo lo estoy disfrutando!”

8. Finding Oneself

- “Siento que la terapia me ha brindado nuevas gafas para ver la vida desde otro lugar, más amable. Parecía como que fuera la última pieza que me faltaba para encontrarme a mí misma, tanto a nivel personal en mi día a día como a nivel profesional.”
- “In search of life essence” (“Por el momento, en búsqueda de esencia de vida”)
 - Life essence: The absolute truth of life, which can make life meaningful and give a sense of purpose

9. Happiness

- “En este taller de gong, donde sí tocas el gong, pero también son unos días para estar contigo, para crecer. En mí se ha producido un cambio... Un click. Desde donde me he sentido súper cómoda, muy estimulada, conmovida y mirando hacia mi interior. Me siento muy agradecida y feliz de haber hecho este taller. Lo recomiendo 100%.”
- “Bueno, he escuchado por primera vez tu audio para la depresión. Después he estado bailando por la calle mientras andaba y sigo bailando en casa 😊. ¡Así que me ha venido genial!”

10. Good Health

- “Con salud perfecta.”

11. Self-Empowerment

- “Enormemente agradecida 🙏😊. Esta experiencia que nos has ofrecido no ha sido tan solo la presentación de una nueva herramienta para despertar poderes curativos y sanadores. Nos has ofrecido muchísimo más; nos has abierto el camino para crear nuestra propia realidad. Gracias, universo, por darme la oportunidad de aprender de uno de los mejores maestros que he podido tener. Gracias por tus enseñanzas, por tu ejemplo, por compartir tus experiencias, por mostrarnos tu magia y comprobar que es posible. Gracias, gracias, gracias.”
- “Y como siempre digo... ‘Cada amanecer es un mundo con infinitas posibilidades,’ hoy decido desde lo más profundo de mi alma recorrer el maravilloso Camino del Gong. 🙏❤️ ¡Allá vamos, compañeros! E infinitas gracias a ti, Vikrampal, por ser la luz que ayuda a expandir conciencias 🙏.”

12. Consciousness

- “GRACIAS, GRACIAS, GRACIAS por la oportunidad 🙏, ha sido un gran regalo. Ser consciente y experimentar el poder que llevamos dentro es una llave mágica para alcanzar EL INFINITO Y MÁS ALLÁ!!!”

13. Purchasing a Good Product(Service)

- “Wowwwwww ¡qué bueno! Estoy muy contenta de haber comprado tu formación, Vikrampal. Lo explicas muy bien, y si algo no entiendo, puedo escuchar cuantas veces necesito y hacer apuntes. ¡Muy bueno por la manera tan agradable de relatar la información! Yupiiii ✨✨✨🙏💖.”

14. Being Part of Something Larger than Themselves (Community/Unity)

- “El lugar que ha llegado a mí porque llegó” (destino).

Who do they want to impress?

1. **Themselves**
2. **Close Friends and Relatives**
3. **Their Communities:**
 - Through social media
 - One-on-one or group conversations

How would they feel about themselves if they were living in their dream state? What do they secretly desire most?

1. **To Feel Proud and Accomplished**
 - Reaching this dream state requires great dedication, effort, and patience.
2. **To Feel Happy**
 - Free from emotional and physical suffering
 - At peace with clear-mindedness
 - Ability to control emotions, actions, and life paths
 - A balanced mental and physical health
 - A true sense of self-love and personal acceptance
 - Confidence in every aspect of their life
 - Freedom from struggles or suffering

If they were to describe their dreams and desires to a friend over dinner, what would they say?

- “Como me gustaría...” or “Como desearía...”
 - “Como me gustaría no sufrir.”
 - “Como me gustaría no tener esta ansiedad.”
 - “Como me gustaría estar feliz.”
 - “Como me gustaría olvidarme o que estos problemas se vayan de mi cabeza.”

Values, Beliefs, and Tribal Affiliations

What do they currently believe is true about themselves and the problems they face?

1. They are clearly aware that they experience constant discomfort in their lives:
 - Emotional pain
 - Physical pain
2. They believe in the existence of "secret cures" or "secret treatments" that could potentially relieve or fully cure their pain and suffering.
3. They feel they should seek treatment to relieve or eliminate their ongoing pain and suffering.

Who do they blame for their current problems and frustrations?

1. Themselves for allowing their problems to take root and persist.
2. Economic factors: the current economic conditions of their country and the world.
3. Childhood traumas.
4. Rapid technological change and development, along with its societal impacts.

Have they tried to solve the problem before and failed? Why do they think they failed in the past?

1. Economic struggles, such as the high cost of living.
2. Personal pride and an inability to forgive themselves.
3. Ineffectiveness of previous therapy systems and procedures.
4. Family conflicts or other family-related struggles.

How do they evaluate and decide if a solution is going to work or not?

1. Exposure to strong marketing and publicity.
2. Recognizing their own past errors.
3. Relying on intuition and positive feelings.
4. Using self-confidence, emotional validation, perseverance, and optimism as decision markers.

What figures or brands in the industry do they respect, and why?

1. Limited knowledge of industry figures or brands.
2. Respect for T'ika Light Holistic(company) therapists, recognizing them through hypnotherapy, assistance, and focus concepts.

What character traits do they value in themselves and others?

1. Self-improvement mentality
2. Open-mindedness
3. Continuous learning
4. Desire to help others or support the community
5. Willpower
6. Respectfulness toward both their values and those of others
7. Perseverance, responsibility, and commitment

What character traits do they despise in themselves and others?

1. Lack of empathy for others
2. Lack of patience
3. Judging others without empathy
4. Apathy, disloyalty, irresponsibility, and lack of empathy

What trends in the market are they aware of? What do they think about these trends?

1. Awareness of regression therapy as a type of hypnotherapy.
2. Limited awareness and understanding of hypnotherapy trends or the market.
3. Recognizing the reliability and positive outcomes hypnotherapy provides to patients.
4. Awareness of self-hypnosis practices.

What “tribes” are they a part of? How do they signal and gain status in those tribes?

1. Primarily identified with their job or family groups, no additional affiliations with other groups are apparent.

Basic Avatar



Name: Marcela Torres

Background Details

- **Age:** 50
- **Location:** Chorrillos, Lima, Peru
- **Occupation:** Experienced Nurse with over 20 years of service
- **Marital Status:** Married, with two children (ages 15 and 21)
- **Income Level:** Middle-income, though she feels the strain of Lima's rising cost of living
- **Education:** Bachelor's in Nursing

Marcela is a seasoned healthcare professional. She's a caregiver by nature, both at work and home, where she balances her children's needs with her own health struggles. Despite being deeply respected at work, Marcela faces intense personal challenges—both physical and emotional—that she often keeps hidden. Her interest in holistic approaches like hypnotherapy reflects a quiet desire to find long-term relief and regain control over her life, but past failures have left her wary of "quick fixes."

Values, Beliefs, and Tribal Affiliations

- **Self-Perception and Beliefs:** Marcela sees herself as strong but constantly worries about her ability to maintain this image as age and stress weigh on her. She believes in a "resilient spirit" but feels the emotional toll of caregiving without self-care. She's open to unconventional treatments if they promise meaningful, lasting change.
- **Desires:** Marcela longs to restore her self-confidence, regain control over her life, and finally experience peace. Her deepest wish is to feel empowered and free from the pain that limits her.
- **Community and Affiliations:** Her social circles revolve around family and colleagues. While she values her supportive work relationships, she yearns for a community that shares her interests in personal growth and alternative healing. Her respect for her peers, family, and those who value compassion is a strong driver in her life choices.

Pain Points and Frustrations

- **Daily Struggles with Pain:** Chronic back pain, tension headaches, and a restless mind keep her in a near-constant state of discomfort. Each physical symptom is a reminder of the weight she carries emotionally, amplifying her frustration.
- **Emotional Exhaustion:** Marcela is haunted by anxiety and self-criticism, wondering if her suffering is somehow her fault. She feels trapped in a cycle of caring for others without room to care for herself.
- **Economic Constraints and Therapy Failures:** Past attempts at therapy were limited by costs or left unresolved due to gaps in the healthcare system, leaving her feeling misunderstood. Family dynamics and old traumas only compound this struggle, adding a feeling of hopelessness.

Desirable Dream State

Marcela's dream life would include:

- **Physical and Emotional Liberation:** She dreams of waking up without pain and emotional heaviness, feeling a new lightness and freedom.
- **Lasting Self-Empowerment and Inner Peace:** She imagines herself confidently navigating her life, self-assured and resilient in all situations. No more self-doubt or need for external validation.
- **A Supportive Community:** Marcela would love to be part of a group where vulnerability is strength, where sharing struggles leads to growth and connection.
- **A Journey to Self-Rediscovery:** She pictures herself with newfound clarity and joy, living with a sense of purpose, fully present and capable of guiding her own well-being.

A Day in the Life

Marcela begins her day before dawn, preparing her children's breakfast and mentally preparing for the demands of her job. Physical aches set in as soon as she's out of bed, reminding her of her past decisions and the toll they've taken on her body. Her commute to the hospital is spent in silence, wrestling with her inner dialogue, replaying memories of past therapy failures, and hoping this week might bring some relief.

Throughout her shift, Marcela is the dependable caregiver, putting her own pain aside to care for patients. By the time she returns home, exhaustion dominates, but her role as a mother and wife keeps her on her feet. In moments of solitude, she reflects on a life where she's no longer

burdened by the same pain. She imagines being part of a healing community like T'ika Light Holistic, picturing herself connecting deeply with her spiritual and emotional self, transforming her life bit by bit.

Decision-Making Process for Solutions

Marcela decides on solutions based on:

- **Relatability and Trust:** Testimonials from others who have found relief and an absence of “too-good-to-be-true” promises make her more receptive to trying new approaches.
- **Empowerment and Respect for Her Journey:** She’s drawn to solutions that respect her past experiences, recognize her resilience, and promise gradual but steady growth.
- **Alignment with Values:** Any solution needs to value discipline, respect for others, and emotional empowerment, as she does, to resonate with her deeply.

How Target Market Think About Their Problems

1. Current State:

- The target market faces persistent emotional and physical challenges, feeling trapped by anxiety, sadness, and a lack of control over their lives. Disappointments with past therapies—often perceived as impersonal or unprofessional—have deepened their skepticism. This hesitation is further influenced by cultural and religious reservations surrounding new therapies like hypnotherapy. Daily struggles, such as restless sleep, chronic pain, and emotional detachment, create a pervasive sense of being “stuck.” They are searching for genuine relief but are wary of options that might lead to more letdowns. Their outlook has become guarded, shaped by both a desire for change and the fear of unmet promises.

2. Desirable Dream State:

- For this target market, the ideal, desirable state they envision is one where they have complete relief from suffering and find a deep sense of peace and self-confidence. They yearn for a life marked by tranquility, where emotional and physical burdens are lifted, and they can connect with feelings of positive energy, inner joy, and a renewed sense of vitality. Embracing self-love, they desire to feel proud and fulfilled, seeing each day as a step toward becoming their truest selves.
- They imagine a life filled with continuous learning, personal growth, and the ability to share newfound wisdom with others, uplifting both themselves and their communities. In this dream state, they can experience therapies that bring true joy and success, and they are able to find inner balance and purpose, feeling united with a supportive community that celebrates their journey.
- Ultimately, they envision themselves living with robust health, a clear mind, and a profound sense of empowerment—capable of creating a meaningful life, guided by self-awareness and gratitude. In this ideal state, they feel at peace with themselves and are no longer weighed down by doubt, fear, or emotional pain, experiencing happiness and serenity in all aspects of their lives.

3. Roadblocks

- The target market's main problem is their inability to identify and understand the root cause of their suffering, which results in persistent emotional and physical pain or discomfort.

4. Solutions

- The solution lies in finding and understanding the main root cause of their suffering, overcoming it, and moving forward.

5. **Product:** T'ika Light Holistic Therapy Services

- Tuning Fork Therapy (Terapia de Diapason)
- Sound Therapy (Terapia de Sonido)
- Holistic Massages with Essential Oils (Masajes Holísticos con Aceites Esenciales)
- Hypnosis Therapy (Terapia de Hipnosis)

- These services guide individuals in identifying and addressing the core issue behind their negative emotions and physical discomfort, creating the foundation for genuine healing and well-being.

Mission: Identify the Market Awareness and Sophistication Levels

Objective: Determine the market's awareness starting point for the funnel, outline the stages to guide them through, identify the market sophistication stage, and list the best strategies to employ.

Market Awareness Starting Point for the Funnel

- **Level 3 - Solution Aware:**
 - The target market is aware of their problem; they experience ongoing emotional and physical pain, resulting in constant suffering in their daily lives. They have taken action by trying various methodologies, but none have provided relief. Although they understand they need a solution, they are unfamiliar with available products and are mostly uneducated or unaware of the Complementary and Alternative Medicine (CAM) market, particularly Holistic Hypnotherapy. Consequently, the target market lacks knowledge of T'ika Light Holistic's services and their benefits.

Pathway Through Remaining Stages

- **Current Stage:**
 - The target market is presently in **Level 3** - Solution Aware. They recognize both the problem and the general idea of a solution.
- **Next Stage (Stage 4):**
 - The next step is to guide the target market to **Level 4** - Product Aware, where they will become familiar with T'ika Light Holistic's(company) specific services. This transition will occur by acknowledging known solutions and presenting T'ika Light Holistic's offerings as the optimal answer.

- Once engaged, potential customers will be directed to the website for further context, social proof, urgency, and a “Buy Now” call to action (CTA).

Market Sophistication Stage

- Most competitors are at **Stage 2** of market sophistication, focusing on developing bigger and better claims. However, a small segment—around 18% or fewer—has reached **Stage 3** or is attempting to do so but lacks a clear strategy to effectively advance to this stage.

Optimal Strategies/Moves

1. Lead with a Unique Mechanism:

- a. Introduce a unique approach to differentiate the services from competitors.

2. Accelerate Time to Results:

- a. Minimize the time customers need to experience positive changes.

3. Enhance Convenience:

- a. Make the customer experience as easy and convenient as possible.

4. Strengthen Guarantees:

- a. Offer a satisfaction guarantee, with an option for a full refund if the services do not meet expectations.

5. Innovative Methodologies:

- a. Discuss with the business owner(therapies) how to improve current services by incorporating unique experiences, methods, and procedures to add an innovative edge and differentiate from competitors.
- b. Costimaceble Services at a fair or affordable price.

Share your findings with #business101

