

Market Research Template product (contact lenses)

Who exactly are we talking to?

- Men or Women? **both**
- Approximate Age range? **any**
- Occupation? **general**
- Income level? **every**
- Geographical location? **everyone**

Painful Current State

- What are they afraid of? **Break their glasses and not seeing well without them**
- What are they angry about? Who are they angry at? **The limitation that glasses put on you**
- What are their top daily frustrations? **The fact that they are forced to wear glasses to do anything and the limitations they bring**
- What are they embarrassed about? **About how people might perceive them with their glasses on**
- How does dealing with their problems make them feel about themselves? **Insecure**
- What do other people in their world think about them as a result of these problems? **They think they are unfortunate**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **“man i’m having a hard time with my glasses, they are uncomfortable, they don’t give me the ability to**

have peripheral sight, they are very expensive, they are easy to break, i can't do any outdoor activity with them on because they fog easily"

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 wouldn't need glasses because their sight would be fine and they would be relieved
- Who do they want to impress? Maybe the people they know
- How would they feel about themselves if they were living in their dream state? Relieved and happy
- What do they secretly desire most? Being able to see without glasses
- If they were to describe their dreams and desires to a friend over dinner, what would they say? "man i wish i could see the world vividly the same way you do"

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They are forced to wear glasses for all of their life
- Who do they blame for their current problems and frustrations? No one but life
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Yes they have tried with contact lenses but the product quality was low
- How do they evaluate and decide if a solution is going to work or not? If they are comfortable wearing contact lenses and they are great quality

- What figures or brands in the space do they respect and why?

Optical's recommendations

- What character traits do they value in themselves and others? The ability to see vividly

What kind of people are we talking to? People who are tired of wearing glasses and want to switch to contact lenses

- What character traits do they despise in themselves and others? Being confident of being normal human beings

- What trends in the market are they aware of? What do they think about these trends? Not a specific one

1) Who am I writing to? I am writing to people who have some sight problem (myopia, astigmatism etc..) and are forced to wear glasses, but they don't like wearing them

2) Where are they now? They are in a position where they are frustrated and stressed about the idea that they are going to have to wear glasses for the rest of their life

3) What actions I want them to take to the end of my copy? I want them to click the link that will take them to the contact lenses sale page

4) What must they experience inside of my copy to go from where they are now to take the action I want them to make? They must experience the pain of their inability to see and die for knowing the solution for all of their problems

DIC FRAMEWORK EMAIL

Subject line: How you can quickly flip your life with...

Are you tired of having to wear glasses all the time?

And you probably think there's no solution to it.

But what if I told you you can leave your glasses in your closet for the rest of your life with 1 single click?

Yes, it is possible.

If you're willing to finally forget about all the times you angered on your glasses **click here.**

See you there. 😊

PAS FRAMEWORK EMAIL

Subject line: Make your wishes come true!

Have you ever felt like you have been locked up in a prison?

But not in an ordinary one, you are in a jail where you can do anything but see.

And the only way you can “escape” is by getting a pair of glasses so you can be like everyone else.

But at the end of the day, you will always be the one who can’t see.

Wouldn’t be great to have a perfect sight without relying on eyeglasses or putting all of your life savings towards an eye surgery that may not even work?

You could finally be like everyone else!

Discover the single secret on how to break free from glasses slavery and live your dream life. **[Click here!](#)**

HSO FRAMEWORK EMAIL

Subject line: How I got my sight back

I have been myopic since I was 8, but it was never a problem until 5 years later when puberty kicked in. I began to look like the classic nerdy boy full of acne and horrible glasses.

At first, this was not a problem, but a few years later, I found myself at the lowest point of my life: I ended up having no friends and anyone to talk to, all because of my nerdy look.

One day, I couldn't handle the loneliness anymore, so I stopped wearing glasses. Yes, I sacrificed my ability to see anything for a little bit of notoriety that didn't even come.

Unfortunately, I realized how silly I was just now when I am happy, confident, and have people who love me. And I won't need that stupid pair of glasses ever again.

If you want to discover how I went from a lonely, sad boy to a confident and happy man with just 1 step and you are willing to make it too, **[click here.](#)**

DIC FRAMEWORK EMAIL (DRAFT)

Subject line: How you can quickly flip your life with...

Are you tired of having to wear your glasses all the time?

And you probably think there's no solution to it.

But what if I told you that you can leave your glasses in your closet for the rest of your life with 1 single click?

Yes it is possible.

If you're willing to finally forget about all the times you angered on your glasses **click here.**

See you there. 😊

PAS FRAMEWORK EMAIL (DRAFT)

Subject line: Make your wishes come true!

Have you ever felt being locked up in a prison?

But that is not a normal one, it is a prison where you can do anything but at the cost of your sight.

And the only way you can “escape” is by having a pair of glasses, so you are able to see like everyone else, or at least you can pretend to be...

At the end of the day you will still be the one who can't see whether if you have glasses or not.

But it wouldn't be great to be able to see without having to relate to a pair of glasses or putting all of your life savings towards an eye surgery that might not work?

You could finally be like everyone else without having to pretend it!

Click here to discover how to break free from glasses slaveness, you won't regret it!

HSO FRAMEWORK EMAIL (DRAFT)

Subject line: How I got my sight back

I've always been myopian since I was 8.

And this has never been a problem until I turned 12, since there things started to go down road, puberty kicked in and I looked like the classic nerdy boy full of acne and horrible glasses.

At first this wasn't a major problem, but few years later I found myself at the lowest point of my life, i had no friends or girlfriend, no one to talk to, all because of my nerdy look, I hated it.

One day I couldn't handle the loneliness anymore so I stopped wearing glasses, yes I sacrificed my ability to see the world for a little bit of notoriety that didn't really came.

But I realized this just now, where I'm happy, confident in my friends, got people who love me, and in no need for that stupid pair of glass ever again.

If you want to discover how I went from a lonely sad boy to a confident and happy man with just 1 major step and you are willing to make it too, **click here**. You won't regret it