

# Research Template for Alzheimer's Letter

## Target Market

- **What kind of person is going to get the most out of this product?**  
People with Alzheimer's/Cognitive Problems
- **Who are the best current customers, with the highest LTV**  
Family Members who have a person in their family with Alzheimer's or a cognitive problem.
- **What attributes do they have in common?**  
They are frustrated that their loved ones can't remember them.  
Seeing them lose memory over time breaks their hearts.  
They are feeling helpless.

## Avatar

- **Name, age, and face.** This makes it much easier for you to imagine them as a real, person.  
Maxine Mustermann 50yo/w  
Brunette, White Woman;
- **Background and mini life history.** You need to understand the general context of their life and previous experience.  
Mrs. Maxine is a hard-working woman. Very Family oriented.  
She has 2 Children in their teens. Her Husband is working hard to provide for their family so Mrs. Maxine is taking

mostly care of the Household and Family activities. She works a part-time job as a nurse. So she can take care of her Father who is diagnosed with Stage 2 Alzheimers.

- **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.

Her Husband is driving to work, she wakes her children up and makes sure they don't get late to school. She then goes to work at a nursing home. During her work, she checks her phone to make sure everyone in the Family is ok. In her mind, she is preparing to take care of her father. By arriving the father doesn't recognize her. He screams at her. Which breaks her heart, but she knows she has to stay emotionally strong to take care of him. She knows that there isn't a solution to cure Alzheimer's but hopes she finds a cure soon. At Night she lies in bed with her phone and looks for a cure on the internet, she's reading endless studies but without any success.

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

Family Time. A happy family.

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

Work. Her Husband feels emotionally neglected because a lot of time and energy gets consumed by taking care of her father and the family. He isn't familiar with Alzheimer's disease.

## Current State

- What is painful or frustrating in the current life of my avatar?  
Taking care of her Family. Balancing time between work(=activ income) children (=in their teens, who are being very rebellious) Husband (=who feels neglected) Father (=who is suffering from Alzheimer's)
- What annoys them?  
That there isn't a cure. Only treatments for short-term problems.
- What do they fear?  
Losing her Father. Losing her Family.
- What do they lie awake at night worrying about?  
She is worrying that her father will lose his memory for good. And that there is no cure. Hoping that her Family won't break because taking care of her Father consumes a lot of time
- How do other people perceive them?  
People sympathize with her. Because for most people, there is no cure known. They see Alzheimer's as a slow death.
- What lack of status do they feel?  
She's working "four jobs". (Mother/Husband/Nurse Assistant/Taking Care of her Father). And she feels like everyone wants her to give 100% of her time and energy. But she is limited by the resources. She wants to spread greater awareness about Alzheimer's.

- What words do THEY use to describe their pains and frustrations?  
Helpless, Stressed, Heartbreaking, "I don't know what to do",

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?  
Curing Alzheimer's. Restoring her father's Memory so he can live longer, and build new memories with her Family.
- What enjoyable new experiences would they have?  
Family Vacations and Party altogether, She doesn't need to worry that her Husband and Children feels neglected
- How would others perceive them in a positive light?  
She never gave up trying to find a cure. Impressed by her resilience and family-oriented values.
- How would they feel about themselves if they made that change?  
She can allocate her energy and time more effectively. She finds more time with her husband, children, and father. Never worrying about Alzheimer's.
- What words do THEY use to describe their dream outcome?  
Relieving, Happier, Grateful

## Roadblocks

- What is keeping them from living their dream state today?  
There isn't a cure known. She doesn't have access to get to information like the "Memory Healer Program" because the Big Pharma Companies are intervening.
- What mistakes are they making that are keeping them from getting what they want in life?  
Time Management. Access to Information about the "Memory Healer Program"
- What part of the obstacle does the avatar not understand or know about?  
The Influence of the Big Pharmaceutical Companies!
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?  
"Access to Memory Healer Program"  
She is looking for a cure but only finds medicine for a short-term treatment or nursing houses that take care of people with cognitive disease.

## Solution

- What does the avatar need to do to overcome the key roadblock?  
The Big Pharma Companies stop intervening in people who are looking for a cure. The Access to Memory Healer Program could be the Solution

- “If they <insert solution>, then they will be able to <insert dream outcome>”  
If they get to the “Memory Healer Program”,  
Then they will be able to, live a life with fewer worries about her father losing his memory over time.

## Product

- How does the product help the avatar implement the Solution?  
The Memory Healer Program has an easy guide to getting all the necessary ingredients and step-by-step guide to help people with Alzheimer's
- How does the product help the reader increase their chances of success?  
If they do what the Memory healer program implies, then they could restore the memory of her father.
- How does the product help the reader get the result faster?  
Follow the steps of the Program. Get the necessary ingredients, and take them at the recommended time.
- How does the product help the reader get the result with less effort or sacrifice?  
By following the steps of the Memory Healer program.
- What makes the product fun?  
Seeing how the memories of her Father get restored and live a long healthy life with more fulfilling memories with the family.

- What does your target market like about related products?  
Easy to implement. Easy Walkthrough. A money-back guarantee if it fails. The Founder of the memory healer program isn't Money oriented, he also has the same problem and can relate to a lot of people of have family members who suffer from Alzheimer's
- What does your target market hate about related products?  
The Big Pharmaceutical Companies are trying to shut down the memory healer program because they are making more money by treating the disease than by finding a cure.