

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Paradigm Performance Center: Physical Therapy/Rehab Sport
Performance center.

Dr. Stu

William Zardetto

Generally, What Kind Of People Are We Targeting?

- Men or Women?

Men and/or women

- Approximate Age range?

As soon as elementary children, to elderly. Separates into group classes, as well provides 1 on 1 sessions.

- Occupation?

Primarily athletes, but varies widely in group classes.

- Income level?

Middle class, upper middle class. Owner charges \$200 for evaluation, and then \$80 for a class. Employees charge \$18 dollars per class.

- Geographic location?

Elgin, Illinois, athletes will also fly him out

Painful Current State

- What are they afraid of? Slower recovery, More pain, Ruined athletic career
- What are they angry about? Not playing Who are they angry at?
- What are their top daily frustrations? Regular people: Having pain when trying to do daily things. Athletes: Not being able to recover and get back into action.
- What are they embarrassed about? Not being able to do what their friends and family are doing without pains and problems. They want to be normal again and be able to do everything.
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? Injuries make them feel lost/hopeless which can lead to psychological stress, which can pile up into anxiety anxiety, depression, and ultimately PTSD.
- Reactions from others could vary. Some may show empathy/respect while others may not fully understand the physical and mental challenges of injuries.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? They would discuss their annoyance that they can't do daily activities which they used to enjoy, and how they are always in pain.
- What is keeping them from solving their problems now? They don't know what steps to take to accelerate their recovery, they need a proven, safe plan. Some recovery gyms are too expensive.

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? If they can change their life into their dream state, it would look pain free, they can do what they want without repercussions. Athletes can get back into the sport, and play/practice.
- Who do they want to impress? Regular: They want to impress their family and friends. Athletes: They want to impress coaches, family, teammates, and possible scouts.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel super accomplished, gaining back their sense of strength/resilience. This will allow them to feel a ton of relief after they successfully overcome their recovery process, allowing them to get their feeling of being able to regain their physical/mental well being.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? They would discuss being pain free, being able to do daily activities they find

important/necessary without any restrictions.

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? These individuals who have dealt with injuries could believe in their strength and resilience to overcome challenges. They could see themselves as fighters/warriors who are capable of navigating/overcoming tough times. They also acknowledge that they face difficulties that aren't easy to overcome but also simultaneously hold onto hope to push through and heal. . Who do they blame for their current problems and frustrations? Blame themselves, others involved with the problem, or even like external forces like things that can't really be controlled. It's just a natural part of life of trying to understand a process.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They might think they failed due to a lack of proper resources, support, or knowledge about recovery/rehab methods. Setbacks can also result due to the injury itself, which might take longer to heal or just simply irritate it.
- How do they evaluate and decide if a solution is going to work or not? They look at online reviews, listen to peer testimonies, advice from medical professionals, and research about it.
- What figures or brands in the industry do they respect and why? They respect figures like that provide effective solutions in their recovery process. For example, Adidas, Nike, Under Armor, are respected for their high quality athletic gear that supports injuries to injury prevention and recovery. Dr. Andrew Huberman is respected for his expertise/contributions to sports medicine.
- What character traits do they value in themselves and others? They value their resilience, hard work, and mindset despite their physical condition. They value their hope, and how others support them despite their condition; they value others' mindset on their recovery.
- What character traits do they despise in themselves and others? People may despise traits like impatience, frustration or lack of motivation in themselves. Also they can lack understanding and support.
- What trends in the market are they aware of? What do they think about these trends? Some trends in the market that they are aware of are in medical technology, new treatment options like aquatic therapy, and a bigger emphasis on mental therapy. a focus on preventative care.
They might think of these new trends as promising and offering hope for better recovery options, but conversely, it could also make people feel overwhelmed by the quick/rapid changes.
- What “tribes” are they a part of? How do they signal and gain status in those tribes? Athletes: They are a part of a “team”, they gain status by proving their worth to the

“team”, and getting better along with them. Regular: They are a part of families and friend groups, they gain status being with their “tribes” and being with them through various things.

- What is the market awareness and market sophistication level of this business? The market awareness is usually at level 2 and higher (2 or 3); so we will have to show them the solution and how ours is the best. Market sophistication is at stage 4; which means we will have to use more marketing techniques.

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 (William Zardetto, Dochui)
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Go down for basic avatar

Basic Avatar: fake, athlete



go into share in the top right, then click share link or copy link

Name: Matheus

Background Details: Mathues is a tennis player who was very talented from a young age, in order to continue in his development he was forced to start going to the gym like his teammates. But Matheus didn't have good form, and then !Bang! Something snaps in his back... He is frustrated and doesn't know what to do, he is struggling to recover, and has been missing training and falling behind ...

Day in the life:

- 1) Matheus wakes up in the morning at around 7 am to get ready for school, he is constantly feeling the pain in his back.
- 2) He hops onto the school bus at 8:00 am to just waddle through pain to his seat.
- 3) As he hops off extremely slowly to not try to irritate his back any further, he puts most of his pressure on one side; Which will only hurt him longer in the long run creating imbalances throughout his body.
- 4) He goes through the school day in pain, every time he sits down and stands up his back gets more irritated than before. He starts developing a bad habit of putting pressure on one side.
- 5) Throughout the school day he doesn't only struggle physically, but also his physical pain begins hurting him mentally by making it hard to focus, ultimately causing him to fall behind in his classes.
- 6) Once school finally ends some pressure is released, but not much. The thought of the pain mentally drains him, brings him down. Daily activities begin to get harder.
- 7) As he struggles his way on the bus to get back home from school, he watches as his teammates play and train, only just imagining as if it were he with them.
- 8) When he gets home, he tries to watch videos on how to help with his pain, scrolling mindlessly for some hope of relief. Overwhelmed by the numerous videos on fixing his

back pain, he struggles to even start. Desperate for a solution but defeated by his own thoughts.

- 9) At dinner, the constant thoughts about the pain eventually begin to pile up on him overtime leading him into hopelessness and depression.
- 10) He eventually decides to go to sleep in worse pain than he began the day with...