HEALTH BUSINESS MASTERY

BUYER PERSONAS & BLUE OCEANS

YOUR BLUEPRINT FOR A SUCCESSFUL LAUNCH

> "This Is A Big Part Of What Allowed Us To Separate Ourselves & Scale To **MULTIPLE 7 FIGURE MONTHS**
>
> —RYAN COLE

Credit To: Frank Kern, Russell Brunson, Tony Robbins & More

IDENTIFY YOUR SUB-NICHE

✏️ **NOTE:** Start a drive, and save your workbooks in there so you can come back to them easily.

- **Market**
  - 3 Core Markets: Health, Wealth & Relationships
  - The reddest & bloodiest ocean (The most competitive ocean)

- **Sub-market**
  - A very red and bloody ocean (Still way too saturated to be fishing here)

- **Niche**
  - A red, bloody ocean (Less saturated but still not where you want to be)

- **Sub-Niche**
  - Can be a nice blue ocean where you are one of a few
  - A novel or unique approach

Where Have You Been? Where Are You Going?

EXAMPLE:

- **Market**
  - Health, Natural health

- **Sub-market**
  - Allopathic Medicine, Naturopathic Medicine, Functional Medicine, Etc.

- **Niche**
  - Weight-Loss, Pain Management, Adrenal Fatigue, Thyroid Health, Diabetes, etc. digestion

- **Sub-Niche**
  - Cellular Healing, Microbiome Restoration, Nutrigenomics, Cell Danger Response, Personalized Medicine, Epigenetics, Mind-Body Medicine, Hormone Resistance, Mitochondrial Health, etc

PICK YOUR NICHE
HOW TO GET THIS RIGHT QUICKLY

🖋 **Note:** You have to love who you serve & your business (Or you won't want to show up for either)

The Problem

- What 1 health problem would you love to solve for people/the world at scale?
    - (Bonus if you have a personal story of overcoming it)
- Can you consistently helped others achieve great results with this problem
    - (If not start back at 1)

The People

- Are they mostly men? women? Split?
- What stage of the health journey are they in?
    - (Undiagnosed, newly diagnosed, 1-2 years in , 2+)
- Historically, have the people with this problem been willing & able to pay to solve this problem?
    - (Ex: Neuropathy patient who has been on the journey for a many years and exhausted all other options may be on disability and be VERY willing to pay but unable to pay) (If not start back at 1)
- Do you love serving these people?
    - (If not start back at 1)

The Process

- Is there a core protocol can you start everyone on that will do the heavy lifting? Then customize down the road

STEP 1

- When you get all the way through this... You've landed on a niche you can serve and scale with! You're now ready to choose your Sub-Niche and then create your Super Avatar below!

- What 1 thing do you help people accomplish that can we choose to focus our marketing efforts around? This will be your sub-niche.

- When you combine your niche & sub niche you've created a new opportunity for people to get excited about because it's something they haven't tried yet

WRITE YOUR NICHE AND SUB-NICHE HERE:

CREATING YOUR SUPER AVATAR

YOU MAY HAVE DONE THIS IN THE PAST.
NOW WE'RE GOING TO DO IT SO WE CAN ACTUALLY USE IT.

Don't ignore or roll your eyes at this. I wouldn't have you do it if I didn't need it to help you with your ads, perfect presentation, consultation & program delivery.

- You have to know more about the person you're serving than anyone else in your space.
- You have to understand what their days are like
- You have to know and be able to verbalize their health journey better than they can
- You have to know what conversations they are having in their heads

SUPER AVATAR IN ACTION

NOTE: Use ChatGPT to create a detailed avatar in seconds using this command.
- Link to chatGPT if you don't have it already: https://chat.openai.com
- Sign up for GPT 4 for just the $20/month.
- (Be sure to fill out the italicized portions of the prompt yourself)

Create a comprehensive client avatar template focusing on *[TARGET MARKET, AGE RANGE]* who is grappling with *[HEALTH PROBLEM(S) for TIME FRAME]* without finding adequate support.

Health Journey Overview: Describe the health journey so far. What types of healthcare professionals have been consulted? What treatments or medications have been attempted?

Symptoms & Diagnosis: List the recurring symptoms and any official diagnoses received, including medications prescribed.

Daily Life Impact: Detail a typical day, focusing on how health issues affect daily activities, routines, and hobbies.

Self-Perception: What narratives does the individual tell themselves about their health? Use language that reflects their internal dialogue.

Medical Advice Received: Summarize the explanations and solutions offered by health experts regarding their condition**.**

Emotional Landscape: Explore the fears, frustrations, aspirations, and desires related to their health and future.

Lifestyle Details: Include demographics, psychographics, daily routines, hobbies, sleep patterns, diet, medication, and supplement intake.

SUPER AVATAR IN ACTION

Follow-Up Command 1:

- Identify 10 common phrases or expressions they use to characterize their health experiences. This will help me understand their perspective and internal dialogue, allowing me to communicate in a way that resonates with their experiences.

Follow-Up Command 2:

- Craft analogies corresponding to each of the 10 expressions identified. These analogies should provide vivid, relatable comparisons that encapsulate the feelings and experiences associated with their health journey, enhancing your ability to articulate their situation with empathy and clarity.

Copy and paste your "Super Avatar"

Copy and paste Follow-up Command 1

Copy and paste Follow-up Command 2

THE SEPARATION PARTHENON

Sticks & Stones: You have to know the Red Ocean(s) you are escaping.

- What do they do that is old/out-dated/flat out wrong?
- What are their weaknesses?
- What are they missing?
- What could they do better?
- What are people sick of when it comes to X?
- Etc.

Self-Improvement Goals: Understand your ideal client wants & dreams about (I want to lose weight so that my jeans fit, I want to feel better so I can ride my horse again, I want... so that...)

Symptoms and Struggles: Know their problems/pains/pills
Scared-Of / Sick Of: Know their fears & frustrations

✏️ **NOTE: As always from here on out... use GPT 4 to get these answers. Don't waste time thinking. Pieces you need to fill in are in *blue and italicized***

STEP 3

- **Prompt for Analyzing the Status Quo:**
  - "Identify and evaluate the outdated practices within the *[Red Ocean]* for *[Enter Health Problem Here]*. Highlight why these practices are ineffective today and pinpoint the weaknesses and gaps in these traditional approaches."

STEP 3

- **Prompt for Fears and Frustrations:**
  - "Compile a comprehensive list of fears and frustrations that clients have regarding their current situation with *[Enter Health Problem Here]*. Explain how these concerns affect their daily lives and their outlook on future treatments."

- **AI-Assisted Analysis and Strategy Development:**
  - Develop insights into the inefficiencies of *[Red Ocean Experts]* in treating *[Enter Health Problem Here]*. Generate a report on the top 15 patient complaints about *[Enter Treatment Type Here]*, emphasizing where improvements are most needed."