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FINDING YOUR  
**PASSION**

DEVELOPING THE ULTIMATE ONLINE TOOLKIT FOR RESEARCHERS & TTO's

THE IMPACT METHODOLOGY by Alastair Banks and Jeff Skinner

---

Alastair Banks 20.02.24

[www.findingyourpassion.co.uk](http://www.findingyourpassion.co.uk)

Instagram: @banksy6

LinkedIn: <https://www.linkedin.com/in/alastairbanks/>





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# OpenAI

## AI WITHIN MARKETING

### ChatGPT

Examples

Hisense



Alph





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London



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FINDING YOUR  
PASSION

Researching Propositions, Markets and  
Finding Partners & Investors

Alastair Banks / 26.01.24

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# AGENDA - DEVELOPING THE ULTIMATE ONLINE TOOLKIT

1. Introduction

2. TWO HYPOTHESES

TOOLS:

1. I = Initial Organisation & Automation

2. M = Market Profiling

3. P = Persona Mapping (Key Stakeholders)

4. A = Awareness Raising

5. C = Contact Finding

6. T = Tailored Engagement

## Actions

1. Understand how you're performing right now – note down the gaps
2. Audit your top 3 offline and online competitors
3. Write down your top 3-5 core objectives
4. Work out (and share with everyone) your 3-5 core personas – [makemypersona.com](http://makemypersona.com)
5. Tactics time: – work out which will help you reach your objectives?
6. Build the right team – understand where your gaps are
7. Create the path from A to B with your resources and budgets – be realistic
8. Build out Google Data Studio reports to track your journey



**ACTION!**



A man and a woman are shown from the chest up, standing against a solid yellow background. The man on the left is wearing a black t-shirt and has a yellow pencil in his mouth. He is looking upwards and to the right with a thoughtful expression. The woman on the right is wearing a yellow t-shirt and has a black pen in her mouth. She is also looking upwards and to the right with a thoughtful expression. Both have their arms crossed. The text "TWO observations" is overlaid in the center in a white, sans-serif font.

TWO observations



A man and a woman are shown from the chest up, standing against a solid yellow background. The man, on the left, has dark hair and a beard, wearing a black t-shirt. He is looking upwards and to the right with a thoughtful expression, holding a yellow pencil to his chin. The woman, on the right, has long brown hair and is wearing a yellow t-shirt. She is also looking upwards and to the right, holding a black pen to her chin. The overall mood is one of deep thought or contemplation.


1. We are living in one of the biggest culture shifts business has seen



A man and a woman are shown from the chest up, standing against a solid yellow background. The man on the left is wearing a black t-shirt and has a yellow pencil in his mouth. He is looking upwards and to the right with a thoughtful expression. The woman on the right is wearing a yellow t-shirt and has a black pen in her mouth. She is also looking upwards and to the right with a thoughtful expression. Both have their arms crossed. Overlaid on the image is white text that reads: "1. We are living in one of the biggest culture & now TECHNOLOGY shifts business has seen".

1. We are living in one of the biggest culture & now TECHNOLOGY shifts business has seen



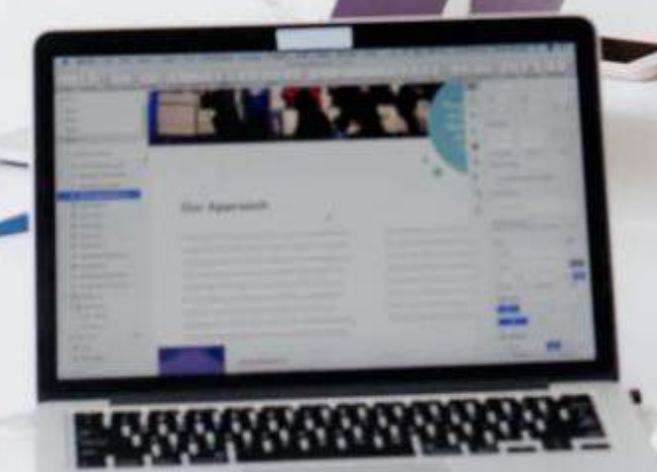
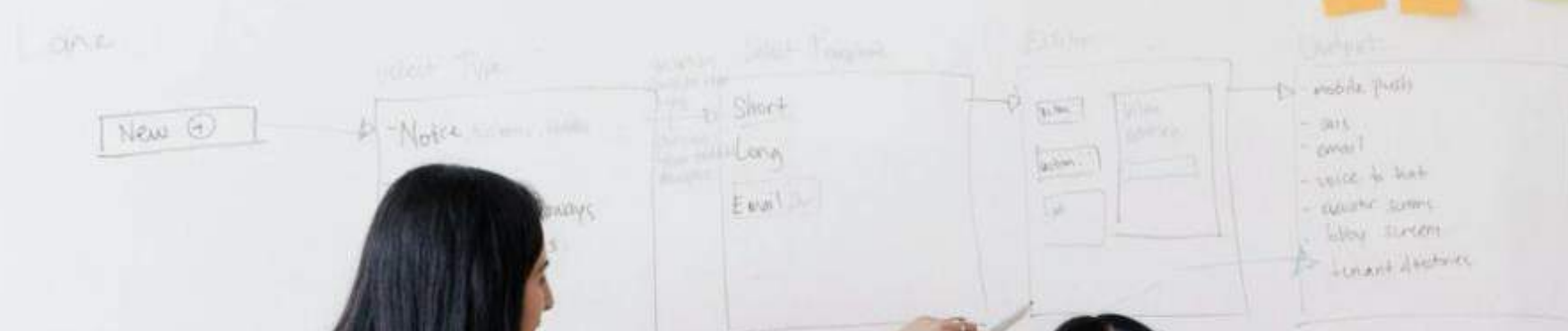
A large, pale, hand-shaped stone marker stands prominently in the center of a graveyard at night. The hand is open, with fingers spread. The scene is dark and atmospheric, with a full moon in the sky and several other traditional cross-shaped tombstones scattered around. The ground is covered in grass and some debris. The overall mood is eerie and unsettling.

2. This may be the scariest  
presentation you've ever seen















13:33

4G





WHY IS THIS GENERATIONAL KNOWLEDGE SO IMPORTANT?

MARKET RESEARCH  
EMPLOYMENT BY  
EMPLOYMENT OF  
INVESTMENTS  
PARTNERSHIPS  
MARKETING





DEVELOPING THE ULTIMATE  
ONLINE TOOLKIT









## **“Alphasperm”**

**An AI method of identifying the healthiest sperm to use for artificial insemination**

**At present this is done manually – a trained technician looking through a microscope and inspecting each one.**

**This technology allows a whole batch to be imaged at once and for the machine to pick the ‘best’ ones.**

**Huge potential cost saving, mostly because it cuts out the technician’s time and cost.**





# 1. INITIAL ORGANISATION & AUTOMATION

IMPACT



SALES NAVIGATOR Home **Accounts** Leads Messaging

Search Lead filters + Account filters + Saved searches Personas

Your accounts

**Account lists** Search in saved accounts (918) + Create account list

Name ↕	Accounts	Last updated ↕
My Current Accounts	--	9/20/2022
Sperm Banks	--	5/18/2023
Medical Universities	--	5/18/2023
Fertility Clinics	--	5/18/2023
Legal Firms whitepaper	4	9/20/2022
NHS Trusts	--	9/20/2022
Top 10 Unis' Business Schools	13	8/10/2022
Shipping Management Companies	3	7/10/2022

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<https://business.linkedin.com/sales-solutions/sales-navigator>












Approx Cost: 70 euros pcm



SALES NAVIGATOR Home Accounts **Leads** Messaging

Search Lead filters Account filters + Saved searches Personas

Lead lists All saved leads (1591) + Create lead list

Name ↕	Leads	Last updated ↕	
Fertility Researchers	--	5/18/2023	...
Recently Accepted Connections and InMails <span>System generated</span>	 50	5/18/2023	 Copy ...
Recommended Leads <span>System generated</span>	 100	5/13/2023	 Copy ...
New Executives at Saved Accounts <span>System generated</span>	 24	5/12/2023	 Copy ...
YDF - CEOs	 740	10/4/2022	...
Legal Firm Whitepaper	 133	9/21/2022	...
Linkedin Corps	 47	9/20/2022	...
NHS CIO Targets	 7	9/20/2022	...
Dream Clients	 7	8/10/2022	...

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<https://business.linkedin.com/sales-solutions/sales-navigator>

Approx Cost: 70 euros pcm



The screenshot shows the Evernote web interface. On the left is a sidebar with the user's name 'Alastair Banks', a 'New Note' button, and a list of shortcuts including 'To do list', 'To Do - Direct Reports...', 'People to call', 'OOO', 'The Daily', 'Life Goals and Kpis', 'Optix Notes', 'Boardmeetings', 'Sandler', 'http://www.youtube.com...', 'Links for Description', 'Blogging.', 'Clients - Optix', 'Optix Issues', 'Next EE', 'YouTube', 'Alacrity', 'LinkedIn Course', 'Money', 'Meeting Notes', 'The One Thing', 'Framework', 'To buy', 'IB1632662078', 'DM Strategy Meetings', 'DM Agenda', 'Sales Team Meeting - W...', and '2016 Seminar'. The main area is titled 'All Notes' and shows a list of notes for January 2023. The notes are:

- Targets for Marketing Master...** (Created: 20/01/2023)
- Cost of a Keyword** (Created: 18/01/2023) - This note is highlighted with a blue border.
- Strategy Notes** (Created: 16/01/2023)

The detailed view of the 'Cost of a Keyword' note is shown on the right. It has a title 'Cost of a Keyword' and a status 'To Process - Inbox'. The note content includes:

For years, the world of Search Engine Optimisation has sat in a slightly grey area of marketing, hard to describe, harder to measure and impossible to put a return on. It really needn't have been so.

I probably could have written this article a number of years ago but what I'm about to tell you is still unknown by all but SEO experts and large businesses who invest a lot of money in this world. In the world of SME, this will be somewhat of a lightbulb moment for most.

For this article, you're going to need..

- 10 keywords you really want to rank for but aren't yet (or lower than 5th in Google)
- Access to Google's Keyword Tool
- Your Conversion Rate (if you sell online)
- Your Enquiry Rate (if you sell offline)
- Your Conversion from Enquiry Rate (offline)
- Your Average Order Value

Firstly, search engine optimisation (SEO) is the process of ensuring our website ranks in what we call the search engine ranking positions (SERPS) for particular key phrases. We probably know what those are because we've tapped them into the likes of Google when we're sitting on the sofa at night, wondering how we do online compared to our competitors (a healthy dose of competitiveness is a good thing, don't worry).

For the sake of this article, lets take a law firm who specialise in family law nationally.

The first job of anybody working on the rankings for this company is to conduct what we call keyword research. Remember I said you probably know the keywords you want to be ranking for earlier? Well this is those and all the other ones associated to them which other people use. Sidenote - the keyword and phrases people use to describe your products and services will probably boggle your mind. Never assume you know them, use proper tools to research. Once we have this list we've completed step 1 - we've ticked the keyword research box.

Let's move on. This is where it gets exciting. I should preface this by explaining I live and breathe this world so I find it exciting. I don't really expect you to find it exciting as well. I do however expect you to find it somewhat interesting with a air of intrigue. Stick with me. So now you're going to take a small subset of those keywords in your list (best if you use the ones with higher traffic). Ideally you want to be somewhere are the intersection of those phrases with

<https://www.evernote.com>

Approx Cost: From FREE



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FEEDS

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- Blogs 1
- Alastair Banks 1

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Integrations

Share collections

Support

Recently Read

+ ADD CONTENT



UPGRADE

Search



# Alastair Banks

1 article per month



JAN 15



## Communication Tips from a Master

20d

A couple of years ago a good friend put me onto Andy Bounds . He knew I was into marketing and comms and was always trying to find new ways to better myself. I rarely sign up to newsletters but I trust this friend so I gave Andy's

END OF FEED

MARK ALL AS READ

Reviewed 1 articles

<https://www.feedly.com>

Approx Cost: From FREE





created January 31, 2015  
last run 3 days ago  
run 132 times

If new feed item matches 'exeter' from  
<http://feeds.bbci.co.uk/sport/0/rugby-union/rss.xml?edition=uk>, then send me an  
email at [alastair@opt](mailto:alastair@opt)



created January 01, 2015  
last run 4 days ago  
run 323 times

west ham



# Alerts

Monitor the web for interesting new content

ivf

This will create an email alert for banksy6@gmail.com.

Create Alert

Show options

## Alert preview

### NEWS

#### IVF Due Date Calculator

What to Expect

It's based on your IVF embryo transfer date. Most embryo transfers happen either three days or five days after egg retrieval and fertilization, using ...

#### Fertility companies AIVF, Genea Biomedx partner to optimize IVF care | MobiHealthNews

MobiHealthNews

AIVF's main product is the EMA platform, which the company says uses artificial intelligence to assess embryo quality during IVF treatment.

#### HR must break the IVF taboo - HR Magazine

HR Magazine

Many employees worry that disclosing their fertility journey to their employers will negatively affect their careers, according to founder of The ...

<https://www.google.com/alerts>

Approx Cost: FREE



The screenshot displays a Hootsuite dashboard with three social media streams:

- museums** (Search banksy6):
  - Museums Association @MuseumsAssoc (5 hours ago): "Are you busy fine-tuning your session proposal for this year's MA conference? Ahead of the deadline on 3 Feb, @SimonASStephens gives his top ten tips on what makes a great conference session: [mus.ms/2WAnXk6](https://mus.ms/2WAnXk6) #museums #ukmuseums #museums2019"
  - Discover Los Angeles @discoverLA (1 hour ago): "The @AcademyMuseum is doing a pop up at @LACMA this Saturday\*\* Read on for more museums free-for-all in LA. [ht.ly/2tEh30nv3LC](https://ht.ly/2tEh30nv3LC)"
  - Alliance of Museums @AAMers (Jan 17): "Looking forward to seeing @DrexelWestphal, @GW\_MESA / @gwGSEHD & @GWMuseumStudies students at #MuseumsAdvocacy2019 in Feb.! @UArts, @JHMuseumStudies, @HU\_Museum - see you there?"
  - Graphic: American Alliance of Museums MUSEUMS ADVOCACY DAY February 25-26, 2019 in Washington, DC
- adventure park** (Search banksy6):
  - PhillyBite Magazine @PhillyBite (15 hours ago): "Free in February Kicks Off at Dilworth Park | #PhillyBite Magazine [phillybite.com/index.php/trav...](https://phillybite.com/index.php/trav...) via @PhillyBite"
  - Disneyland Today @DisneylandToday (3 hours ago): "Why not start the day with a splash? Park Hours: Disneyland & Disney California Adventure 9am-8pm"
  - Photo: A wooden structure resembling a tree trunk or a small building, likely part of a theme park attraction.
- Visitor Attractions** (List banksy6):
  - ASVA @ASVAtweets (1 day ago): "Delighted to welcome strategic digital agency @AfterDigitalUK to the ASVA family! We look forward to working with you #tourism #Scotland #excellence"
  - ASVA @ASVAtweets (Jan 16): "Calling all aspiring tourism and hospitality #futureleaders based in the Glasgow area, deadline for the Glasgow Welcomes Aspiring Leaders Programme is 25 Jan. Have a look through the info and see if you can take advantage of this fantastic opportunity! #Glasgow #Tourism #Leaders"
  - ASVA @ASVAtweets (Jan 15): "Looking forward to seeing the #MaryQueenofScots film and trying to spot all the familiar locations! @LiveBorders on the lookout to work with other #MQoS attractions - if that's you, they'd love to hear from you! #workingtogether #filmtourism"
  - GIF: A large yellow 'Welcome' text on a dark background.

<https://www.hootsuite.com>

Approx Cost: From FREE





## Actions

1. Setup the tools around you to help you organise and automate the incoming information you're going to begin to collate



A scientist in a white lab coat and safety goggles is looking through a microscope in a laboratory. The scene is dimly lit with a blue tint. In the background, there are shelves with test tubes and other lab equipment. The text "2. M=ARKET PROFILING" is overlaid in white, bold, sans-serif font.

## 2. M=ARKET PROFILING

iMPACT



A scientist in a white lab coat and safety goggles is looking through a microscope in a laboratory. The scene is dimly lit with a blue tint. In the background, there are shelves with white racks containing test tubes and other laboratory equipment. The text is overlaid in white, bold, sans-serif font.

SIZE OF MARKET, TRENDS, KEY  
PLAYERS, COMPETITORS, KEY  
INDIVIDUALS AND THEIR  
CHALLENGES

IMPACT









Search bar with magnifying glass icon and voice/image search icons

Search

Google Search

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Explore 50+ museums around the world [without leaving your home](#)



# Welcome to the new Bing

Your AI-powered copilot for the web

Ask complex questions

"What are some meals I can make for my picky toddler who only eats orange-coloured food?"

Get better answers

"What are the pros and cons of the top 3 selling pet vacuums?"

Get creative inspiration

"Write a haiku about crocodiles in outer space in the voice of a pirate"

Let's learn together. Bing is powered by AI, so surprises and mistakes are possible. Make sure to check the facts, and [share feedback](#) so we can learn and improve!

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New topic



Ask me anything...





ivf



All

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More

Tools

About 180,000,000 results (0.65 seconds)



NHS

<https://www.nhs.uk/conditions/ivf>

## IVF - NHS

MOZ DA: 91/100 (+0%) Ref Dom: 261.48K Ref Links: 63.86M Spam Score: 5% [Show backlinks](#)

Search traffic (us): 2500/mo (website: 15.50M/mo) - Keywords (us): 360 (website: 1.31M)

**In vitro fertilisation (IVF)** is one of several techniques available to help people with fertility problems have a baby. During **IVF**, an egg is removed from ...

### What happens

FSH increases the number of eggs your ovaries produce. This ...

### Availability

According to NICE, women aged under 40 should be offered 3 ...

### Getting started

All IVF clinics in the UK are required to screen donor eggs ...

### Risks

Read about the risks associated with IVF, including ectopic ...

[More results from www.nhs.uk »](#)

## People also ask

How much is IVF NHS?

Does a IVF get you pregnant?

What is IVF and how is it done?

Do you need sperm for IVF?

How much does IVF cost in the UK?

How does a man give his sperm for IVF?

Can my wife help me give a sperm sample?

Can I use my boyfriends sperm for IVF?

Can I use my husband's sperm for IVF?



About 181 results (0.30 seconds)

**F** forbes.com  
https://www.forbes.com › health › family › fertility-tre...

### Fertility Treatments: Types, Side Effects And More

MOZ DA: 95/100 (+0%) Ref Dom: 1.29M Ref Links: 125.98M Spam Score: 1% [Show backlinks](#)  
Search traffic (us): 39/mo (website: 39.47M/mo) - Keywords (us): 75 (website: 4.58M)  
3 days ago — Who Might Need a **Fertility Treatment**? ... Letrozole is a common first-line **fertility treatment** in patients with polycystic ovarian syndrome ...

**F** forbes.com  
https://www.forbes.com › health › family › what-is-cl...

### What is Clomid and Can It Improve Your Fertility?

MOZ DA: 95/100 (+0%) Ref Dom: 1.29M Ref Links: 125.98M Spam Score: 1% [Show backlinks](#)  
Search traffic (us): 1900/mo (website: 39.47M/mo) - Keywords (us): 302 (website: 4.58M)  
13 Apr 2023 — Some patients take Clomid as part of **fertility treatment**, such as an IUI (intrauterine insemination) or IVF (in vitro fertilization) cycle, but ...

**F** forbes.com  
https://www.forbes.com › health › family › how-much...

### How Much Does IVF Cost In 2023?

MOZ DA: 95/100 (+0%) Ref Dom: 1.29M Ref Links: 125.98M Spam Score: 1% [Show backlinks](#)  
Search traffic (us): 6700/mo (website: 39.47M/mo) - Keywords (us): 830 (website: 4.58M)  
7 Mar 2023 — IVF, short for in vitro fertilization, is a common **fertility treatment** that involves ...



site:www.forbes.com "fertility treatment"



[All](#) [Images](#) [Shopping](#) [News](#) [Videos](#) [More](#) [Tools](#)

About 181 results (0.30 seconds)

**F** forbes.com  
<https://www.forbes.com/health/family/fertility-tre...>

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**F** forbes.com  
<https://www.forbes.com/health/family/what-is-cl...>

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<https://www.forbes.com/health/family/how-much...>

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Health > Family

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# 6 Expert-Backed Ways To Boost Fertility



By Leigh Weingus  
Contributor



Medically Reviewed

Lora Shahine, M.D., F.A.C.O.G. Pregnancy / Infertility

Updated: Mar 10, 2023, 4:38am

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## Complete Nutrition From Conception to Pregnancy and Beyond

Beli for Women helps prepare your body to be the healthiest it can be to conceive, grow, and welcome a new little life. Discover a nourished body, prepped for preconception, and supported during all stages of pregnancy.

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Health > Family

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## Leigh Weingus

Contributor Health

Leigh Weingus is a New York-based freelance writer and former senior editor at HuffPost, Elite Daily and Mindbodygreen. Her work has been featured in Well+Good, Glamour, Parade, Bustle, NBC News and more. When she's not writing, Leigh can be found taking a (virtual) yoga class, running in Central Park or whipping up her latest smoothie creation.



## Lora Shahine, M.D., F.A.C.O.G.

Pregnancy / Infertility  
Forbes Health Advisory Board Member



Lora Shahine, M.D., F.A.C.O.G., is a reproductive endocrinologist specializing in infertility and recurrent pregnancy loss at Pacific NW Fertility in Seattle. She is board certified in both reproductive endocrinology and infertility as well as obstetrics and gynecology. As a clinical associate professor at the University of Washington and director of the Center of Recurrent Pregnancy Loss at Pacific NW Fertility, she is committed to providing excellence in patient care, teaching the next generation of women's healthcare providers and continuing research in the fields of fertility and recurrent miscarriage. Dr. Shahine is passionate about changing the conversation surrounding infertility and miscarriage from one of shame and guilt to one of support and empowerment. She lives in Seattle with her family and enjoys travel, skiing, great food and time spent with friends and family.

Bio

Latest Articles

Archive

### Board Certifications and Training

- Board Certified, Reproductive Endocrinology and Infertility
- Board Certified, Obstetrics and Gynecology

### Education

- Stanford University (fellowship)
- University of California San Francisco (residency)
- Wake Forest University School of Medicine (M.D.)



Search

Lead filters +

Account filters +

Saved searches Personas



Dr. Lora Shahine  
FERTILITY MEDICINE

First time view

**Lora Shahine, MD, FACOG** (She/Her) · 3rd  
Reproductive endocrinologist, Pacific NW Fertility @drlorashahine  
Greater Seattle Area 500+ connections

Save

Message



Current roles

- Host at Baby or Bust Podcast**  
Jan 2022–Present · 1 yr 5 mos
- Physician at Pacific Northwest Fertility and IVF Specialists**  
Aug 2009–Present · 13 yrs 10 mos
- Board Member at Babyquest**  
Jan 2013–Present · 10 yrs 5 mos

+ 1 more

Also worked at **PACIFIC NORTHWEST FERTILITY AND IVF SPECIALISTS, Stanford University Medical Center, UCSF Medical Center** [See more](#)

Contact information

<https://linktr.ee/drlor...>

[Add contact info](#)

[Search on Bing](#)

Lists (0)

Save

Add to a list to help organize leads and get alerts

Notes (0)

Add

Add notes to remember key details about Lora

Timeline

Your past history with Lora and key events

You have no previous activity with Lora



Save Lora to get alerts and stay informed of changes and updates



Search

Lead filters +

Account filters +

Saved searches Personas



**Lora Shahine, MD, FACOG**  
Reproductive endocrinologist, Pacifi...

About

Relationship

Experience

Timeline

## Relationship

### Start a conversation with Lora

Comment on Lora's posts or mention what you have in common in a message.

### Recent activity on LinkedIn

Posts and shares from Lora

Lora shared an article

1w ago



#### **Losing intimacy with infertility: Know how the pressure of pregnancy can affect sex drive**

Infertility and intimacy can have a strange but strong connect, say experts. Know how the pressure of trying for a baby can hamper your sex life.

5 likes · 0 comments

[View post](#)

Lora shared an article

4w ago



#### **Most adults value reproductive rights when deciding where to go to college, poll shows | CNN**

A new poll shows that reproductive rights are important to students deciding where to go to college or if they will stay on their campus. An expert explains why that could be a...

14 likes · 0 comments

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[See all activity \(3\)](#)





Search

Lead filters +

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Lora Shahine, MD, FACOG  
Reproductive endocrinologist, Pacifi...

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14 likes · 0 comments

[View post](#)

[See all activity \(3\)](#)

Search  Lead filters + Account filters +

Saved searches Personas

Lead lists > Fertility Researchers/Experts

Last updated May 18, 2023

View in search Copy

1  
Total results

1  
Posted on LinkedIn in past 30 days

Select all [Add to another list](#) [Remove](#)

Sort by: Date added

Name	Account	Geography	Notes	Outreach activity	Date added
<input type="checkbox"/>  <b>Lora Shahine, MD, FACOG</b> · 3rd 1 List  Host	<a href="#">University of Washington</a>	Greater Seattle Area	<a href="#">Add note</a>	No activity	5/18/2023 <span>⋮</span>





**More IVF miracles.  
Fewer cycles.**

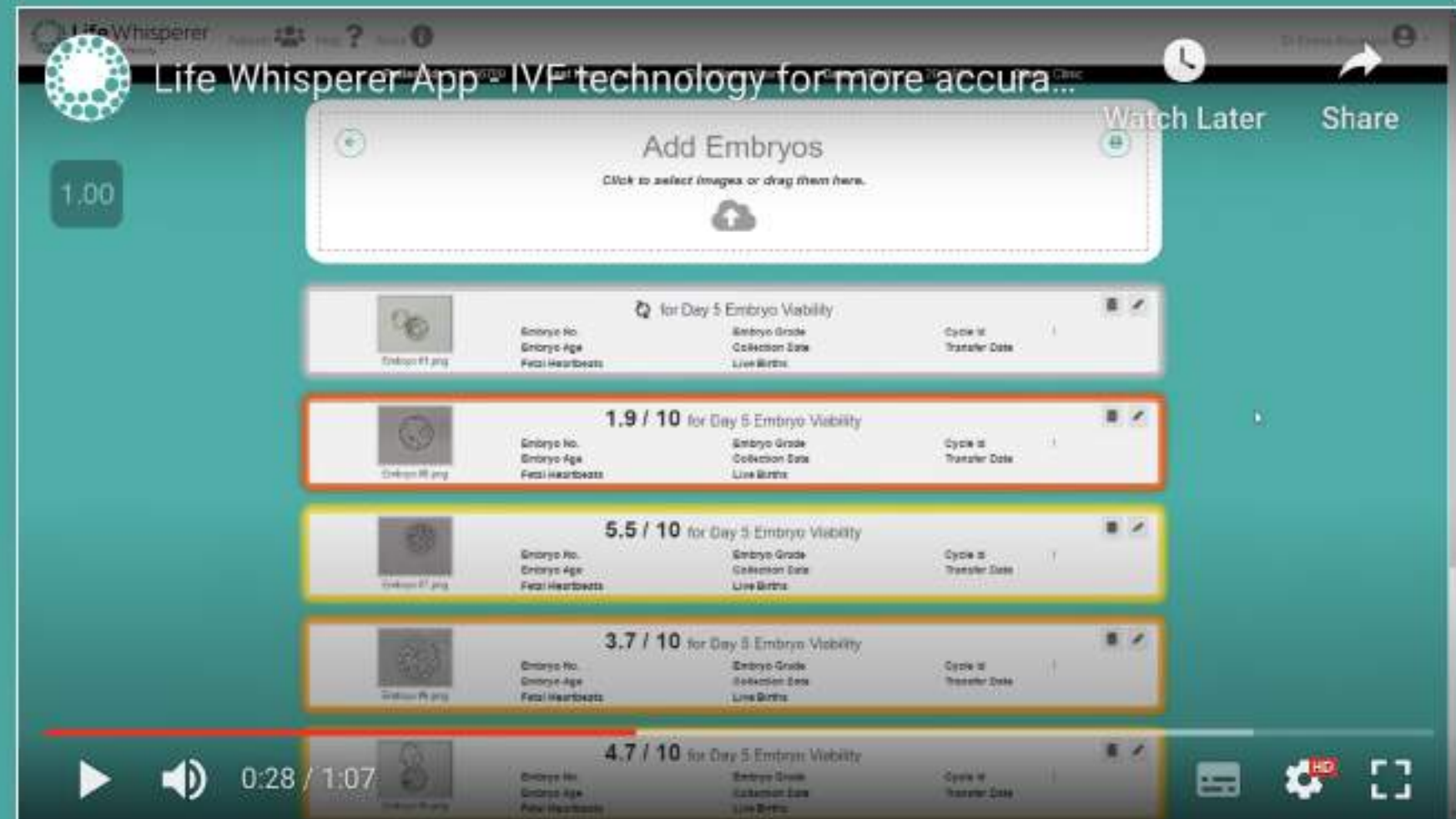


# Finding miracles in a haystack takes a few seconds.

Just drag and drop embryo images into a browser. Using deep learning and computer vision, Life Whisperer identifies morphological features that constitute a healthy embryo, which are often invisible to the human eye.

Our clinical studies with leading fertility clinics demonstrate a marked improvement beyond traditional manual methods alone.

Life Whisperer technology is highly affordable for patients. And for clinics, there are not set-up costs or ongoing fees. Unlike time lapse or other technologies, there's no hardware and zero disruption to normal practice.



Using Life Whisperer is as simple as drag and drop





Search

Lead filters +

Account filters +

Saved searches

Personas



First time view

**Sylvia Kang** (She/Her) · 3rd

Co-Founder and CEO at Mira | FemTech Innovator

San Francisco Bay Area 500+ connections

Save

Message

...

### Current role



Co-Founder and CEO at Mira  
May 2018–Present · 5 yrs 1 mo

Mira (miracare.com) is the first FDA and CE compliant comprehensive women's health monitoring platform with 99% of accuracy in clinical trials. Mira tracks cycles, predicts o...[Show more](#)

Also worked at **Corning Incorporated**, **Corning Life Sciences**, **Definiens AG** [See more](#)

### Contact information

<http://www.youtube...>

[Add contact info](#)

[Search on Bing](#)

● **fertility treatment**  
Search term

● **fertility**  
Search term

+ Add comparison

Worldwide ▾

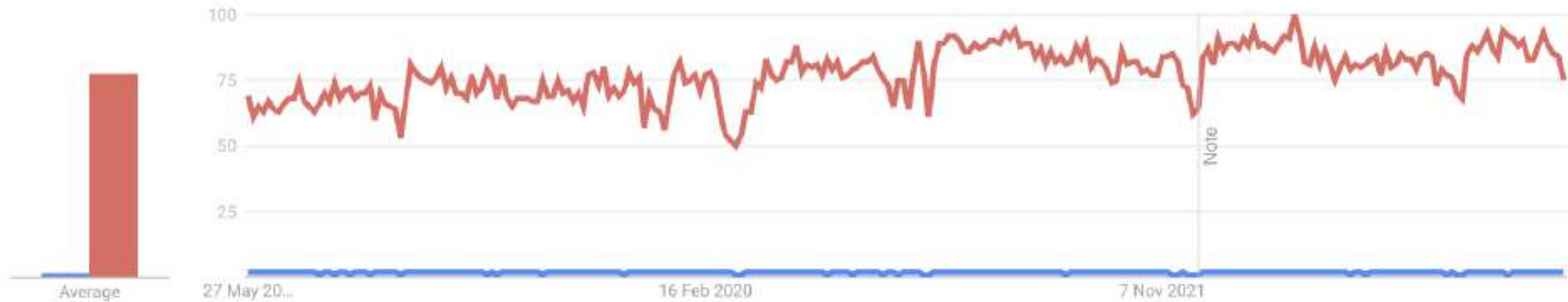
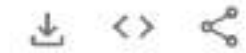
Past 5 years ▾

All categories ▾

Web Search ▾

☼ Loading Keywords Everywhere Trend Chart

Interest over time ⓘ



<https://trends.google.com/>

Approx Cost: FROM FREE



# fertility treatment

Interest by region ?

Region ▼



Include low search volume regions

Related queries ?

Rising ▼



- 1 covid vaccine and fertility treatment Breakout ⋮
- 2 covid vaccine and fertility Breakout ⋮
- 3 fertility center near me Breakout ⋮
- 4 gaudium ivf centre, best ivf centre, fertility ... Breakout ⋮
- 5 fertility treatment 中文 Breakout ⋮

< Showing 1-5 of 25 queries >

<https://trends.google.com/>

Approx Cost: FROM FREE

## Compared breakdown by region

Region ▾



● fertility treatment ● fertility



Colour intensity represents percentage of searches [LEARN MORE](#)

Include low search volume regions

Sort: Interest for fertility treatment ▾

1 Japan



2 United Kingdom



3 United Arab Emirates



4 Pakistan



5 Malaysia



< Showing 1–5 of 58 regions >

<https://trends.google.com/>

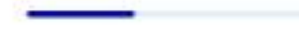
Approx Cost: FROM FREE



fertility treatment **with pcos**



fertility treatment **iui**



fertility treatment **for male**



**what is** fertility treatment



fertility treatment **pcos**



fertility treatment **near me**



fertility treatment **for pcos**



fertility treatment **covered by insurance**



fertility treatment **options**



fertility treatment **types**



**options for** fertility treatment



fertility treatment **insurance coverage**



**cost of** fertility treatment



**insurance for** fertility treatment



**female** fertility treatment



fertility treatment **insurance**



**how much is** fertility treatment



fertility treatment **for men**



<https://trends.google.com/>

Approx Cost: FROM FREE

GLIMPS Related Trending Queries

Booster Vaccination



Male Vasectomy



Limb Lengthening Surgery



Dhi Hair Transplant



Egg Freezing



IVF Treatment

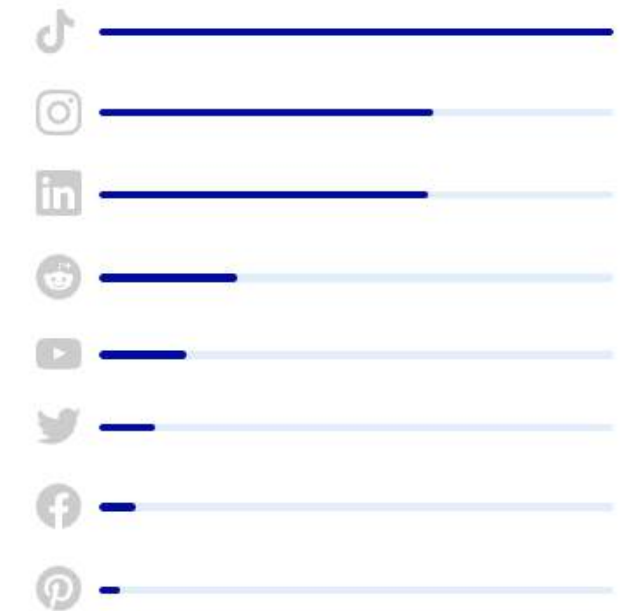


← Previous

Page 1 of 2

Next →

GLIMPS Channel



<https://trends.google.com/>

Approx Cost: FROM FREE



# Health Trends

The trends shaping the future of health and healthcare.

SORT BY:

Past 5 Years

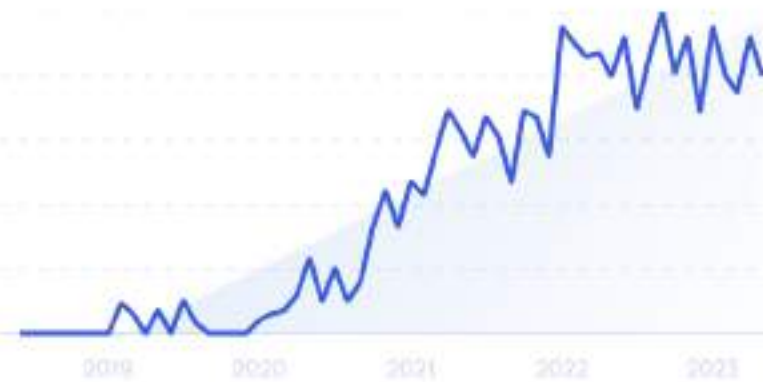
Health

Search Database

## Naturecan

**+5100%**

Growth



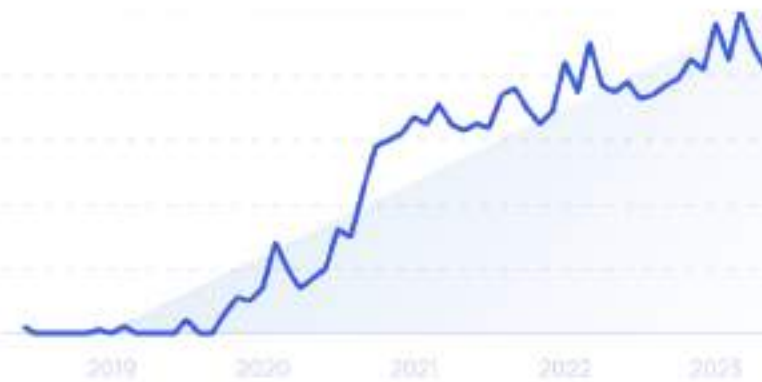
A company that produces and sells natural and organic health and wellness products

REGULAR

## Aklief

**6.6K** **+4000%**

Volume Growth



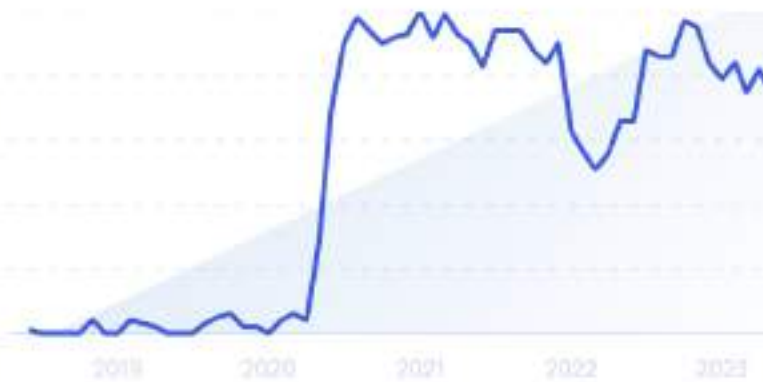
Brand that's best known for creating trifarotene, a medicated acne treatment cream.

REGULAR

## Nova Farms

**49.5K** **+7300%**

Volume Growth



Cannabis-based brand retailing vapes, edibles, and concentrates.

REGULAR

<https://explodingtopics.com/>

Approx Cost: FROM FREE



TOOLS TO FIND OUT HOW PEOPLE  
SEARCH

iMPACT



The image shows the Google Ads interface. At the top, there is a navigation bar with the Google Ads logo, search, reports, tools and settings, refresh, help, and notifications icons. The user's name and email address (banksy6@gmail.com) are visible in the top right corner. Below the navigation bar, there are several tabs: Planning, Shared Library, Bulk Actions, Measurement, Setup, and Billing. The Planning tab is active, and a dropdown menu is open, showing options like Performance Planner, Keyword Planner (highlighted with a red box), Reach Planner, Ad Preview and Diagnosis, and App advertising hub. The main content area is divided into columns for Audience manager, Bid strategies, Negative keyword lists, Shared budgets, Location groups, Placement exclusion lists, and Asset library. The bottom of the screen shows a table with columns for Keyword, Match type, Campaign, Ad group, Status, Max. CPC, Final URL, and Avg. CPV. The URL at the bottom is [https://ads.google.com/aw/budgetplanner/home?ocid=74491471&\\_\\_u=7485252759&\\_\\_c=5843913879&authuser=0](https://ads.google.com/aw/budgetplanner/home?ocid=74491471&__u=7485252759&__c=5843913879&authuser=0).

<https://ads.google.com/>  
Approx Cost: FREE (needs account)

< 1 / 2 > Your account isn't active - Your ads aren't running because your account has been cancelled.

Keyword ideas

Search: fertility Location: United Kingdom Language: English Search engine: Google Date range: May 2022 - Apr 2023

Broaden your search: + ivf clinic + fertility monitors + parenting + infertility + pregnancy + immunity + migration

Exclude adult ideas X Add filter 358 keyword ideas available Columns Keyword view

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Ad
Keywords that you provided								
<input type="checkbox"/> fertility	1K - 10K	0%	0%	Low	-	£0.92	£4.08	
Keyword ideas								
<input type="checkbox"/> ovulation	10K - 100K	0%	0%	Low	-	£0.28	£2.45	
<input type="checkbox"/> ivf	10K - 100K	0%	0%	Low	-	£1.01	£3.29	
<input type="checkbox"/> icsi	1K - 10K	0%	0%	Low	-	£0.42	£1.86	
<input type="checkbox"/> conception	1K - 10K	0%	0%	Low	-	£0.24	£1.12	
<input type="checkbox"/> iui	1K - 10K	0%	0%	Low	-	£0.72	£3.07	
<input type="checkbox"/> infertility	1K - 10K	0%	0%	Low	-	£0.86	£3.97	

Refir  
Expand  
Brand Non-Bra  
Treatr ivf, iui, ic  
Gend women,  
Other concept

<https://ads.google.com/>  
Approx Cost: FREE (needs account)



< 1 / 2 > Your account isn't active - Your ads aren't running because your account has been cancelled.

Broaden your search:

358 keyword ideas available

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)
Keywords that you provided							
<input type="checkbox"/> fertility	1K - 10K	0%	0%	Low	-	£0.92	£4.08
Keyword ideas							
<input type="checkbox"/> ovulation	10K - 100K	0%	0%	Low	-	£0.28	£2.45
<input type="checkbox"/> ivf	10K - 100K	0%	0%	Low	-	£1.01	£3.29
<input type="checkbox"/> icsi	1K - 10K	0%	0%	Low	-	£0.42	£1.86
<input type="checkbox"/> conception	1K - 10K	0%	0%	Low	-	£0.24	£1.12
<input type="checkbox"/> iui	1K - 10K	0%	0%	Low	-	£0.72	£3.07
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<https://ads.google.com/>  
 Approx Cost: FREE (needs account)

< 1 / 2 > Your account isn't active - Your ads aren't running because your account has been cancelled.

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Refir Expand Brand Non-Bra Treatr ivf, iui, ic Gend women, Other concept


<https://ads.google.com/>  
 Approx Cost: FREE (needs account)





Search bar containing the text "fertility".

- 🕒 **fertility treatment**
- 🔍 fertility monitor
- 🔍 fertility forum
- 🔍 fertility device
- 🔍 fertility coach uk
- 🔍 fertility test
- 🔍 fertility
- 🔍 fertility clinic london
- 🔍 fertility test for women

 **Fertility Plus**  
Fertility clinic · London

Google Search    I'm Feeling Lucky

*Report inappropriate predictions*

<https://ads.google.com/>  
Approx Cost: FREE (needs account)



## Actions

1. Setup the tools around you to help you organise and automate the incoming information you're going to begin to collate
2. Immerse yourself in your market to understand who operates in this space and who might compete



### 3. P=ERSONA MAPPING

IMPACT

# WHAT IS A PERSONA?

**PERSONA #2**

- DEMOGRAPHICS
- PERSONALITY
- HOBBIES & INTERESTS
- GOALS
- MOTIVATIONS
- BIGGEST FEARS

**PERSONA #1**

- DEMOGRAPHICS
- PERSONALITY
- HOBBIES & INTERESTS
- GOALS

**PERSONA #3**

- DEMOGRAPHICS
- PERSONALITY
- HOBBIES & INTERESTS
- GOALS
- MOTIVATIONS
- BIGGEST FEARS



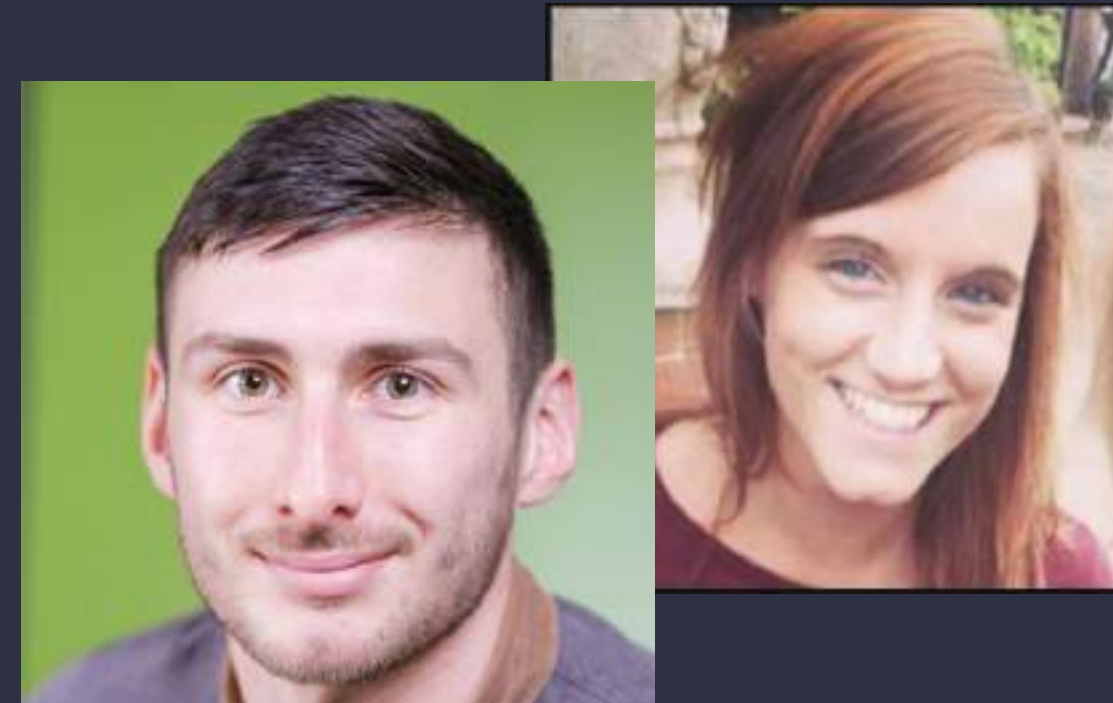
# JO(E)

- BUSINESS OWNER
- 2 MILLION +
- DOMINANT / DEMANDING
- DRIVEN BY ROI
- DRIVEN BY LUXURY LIFESTYLE
- ON FACEBOOK TO KEEP UP WITH THEIR KIDS/GRANDKIDS
- ON LINKEDIN BUT NOT SURE ABOUT HOW TO USE IT
- RARELY ON TWITTER
- DOESN'T EVEN KNOW WHAT TIKTOK OR SNAPCHAT ARE!



# CHARLIE

- MARKETING MANAGER / ASSISTANT
- 2ND / 3RD ROLE IN CAREER
- WORKS FOR JO'S COMPANY
- ON THEIR WAY UPTO MARKETING DIRECTOR
- WANTS THE SAME AS JO BUT WANTS TO UNDERSTAND MECHANICS
- ENJOYS AN ALE/PROSECCO AT THE WEEKEND WITH FRIENDS
- READS MARKETING WEEK
- ON MOST OF THE DIGITAL CHANNELS (PROBABLY NOT SNAPCHAT/TIKTOK)



# Continued Education Project – EXETER UNIVERSITY



Age: 65+

Location: Bristol, England

Having recently retired Mary wants to fill her time with hobbies she hadn't had the time to experience whilst working.

After being recommended a course by a friend last year she's embarked on a number of courses already - both online and in by attending courses at the local college. She's realised how beneficial short courses can be - connecting her with like-minded individuals with a passion for literature as well helping her to keep those grey cells active.

She has a strong passion for creative writing and poetry, and will often be found exploring new and different topics with the U3A which helps spark new creative ideas.

As someone with a wide circle of friends she could be a strong advocate for the Continuing Education Department if the course is a success.

Image Credit: [GrandmaToday](#)

MARY -

## BRANDS & BACKGROUND:

HAY FESTIVAL  
*imagine the world*



Biography.com



U3a.org.uk



Waterstones.com



Bronte.org.uk

## WEBSITES & PAGES:

BL.uk

## DIGGING DEEPER:

### PAINS:

- Finding hobbies which don't require excessive time and energy commitments
- Finding courses which don't require great understanding of technology

### LIKES:

- Finding new hobbies to fill their time
- Keeping mentally active
- Engaging with like-minded people with a passion for poetry and literature

## CONTENT NEEDED:

- Visuals/demo's of what the online learning environment looks like
- Breakdown of the modules covered within the course
- Testimonials from other previous students about why the UoE is the place to study
- Highlighting information about how students can and do interact with one another
- Suggested reading lists for her to explore her passion before the course starts


## SOCIAL:



## EXAMPLE CORE MESSAGES:

- "All of the courses available online give you access to discuss and engage key literary topics with other likeminded individuals."
- "A list of all recommended reading materials will be sent out before the course begins so you can start engaging with the key topics beforehand."
- "Learn in the comfort of your own home and discover the new themes and ideas about the world's greatest literary works"





WHO COULD YOU CREATE  
PERSONA'S FOR:

INVESTORS  
PARTNERS  
LICENSEES  
INFLUENCERS...

May 28, 2015 // 10:00 PM

## How to Create Detailed Buyer Personas for Your Business [Free Persona Template]

Written by [Pamela Vaughan](#) | @pamelump



SHARE

Tweet

297

Like

481

Share

<https://www.hubspot.com/make-my-persona>

Approx Cost: FREE



# Get Instant Audience Research. Find Better Customer Insights.

SparkToro puts crucial information about any online audience at your fingertips:

- ✓ **Demographics:** interests, job titles, gender, education, and politics
- ✓ **Behaviors:** what they talk about, read, watch, listen-to, and follow
- ✓ **Text Data:** how they describe themselves, hashtags they use, language in their posts

All the data comes from aggregated, anonymized public profiles — results you can trust.

<https://sparktoro.com/>  
Approx Cost: FROM FREE

My Audience frequently talks about

fertility treatment

Search

1 of 50 Queries Used

Add Location | Compare Audiences

Overview

Text Insights

Demographics

Social

Websites

Podcasts

YouTube

Reddit

Press

# Overview

Export All Data

SparkToro's database has found **4,542** people that talk about **fertility treatment**

These are a sample of results only. To unlock all the top results for this query, [upgrade your SparkToro account](#)

Get more [search ideas](#) related to this audience

## Here's what this audience talks about online

### Top Words in Bios

acupuncture 6.1%

### Top Hashtags Used

#infertility 21%

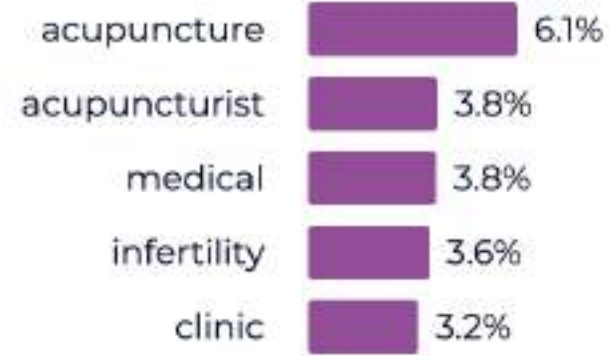
### Frequently Used Phrases

chinese medicine 8.6%

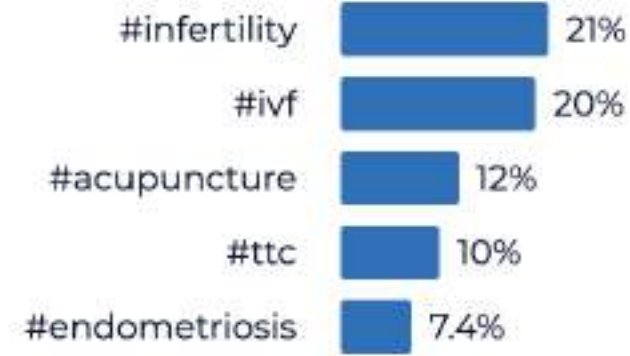
<https://sparktoro.com/>  
Approx Cost: FROM FREE



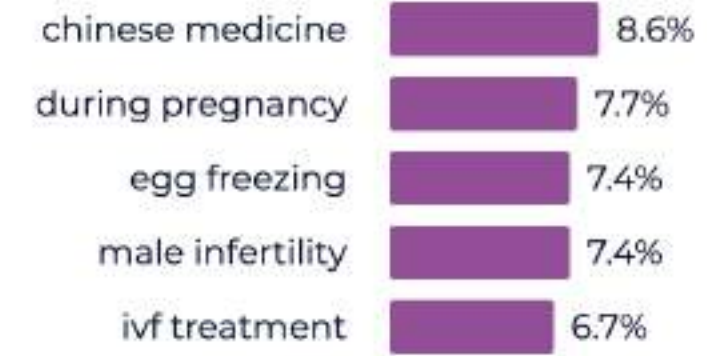
### Top Words in Bios<sup>1</sup>



### Top Hashtags Used<sup>1</sup>



### Frequently Used Phrases<sup>1</sup>



[See all text insights](#)

[+](#) Show [how to apply this data](#) to your campaigns

## Here's what this audience follows, visits, and engages-with

### Social Accounts They Follow Most



### And Some High Engagement, Hidden Gems<sup>1</sup>



<https://sparktoro.com/>



Approx Cost: FROM FREE

### Websites They Visit Most

- 6.1% engage with  [Medicalnewstoday.com](https://www.medicalnewstoday.com)
- 5.2% engage with  [Mindbodygreen.com](https://www.mindbodygreen.com)
- 4.4% engage with  [Medscape.com](https://www.medscape.com)

[See all websites](#)

### And Some Niche, Hidden Gems <sup>i</sup>



- 1.0% engage with  [Acutakehealth.com](https://www.acutakehealth.com)
- 0.9% engage with  [Survey-smiles.com](https://www.survey-smiles.com)
- 0.9% engage with  [Pregnantish.com](https://www.pregnantish.com)

[See all hidden gems](#)

[+](#) Show [how to apply this data](#) to your campaigns

## Here's what this audience watches, listens-to, and reads

### Podcasts They Listen-To

- 11.7% engage with  [Mayo Clinic Talks](#)
- 11.2% engage with  [Health Check](#)
- 9.4% engage with  [Health Discovered](#)

[See all podcast results](#)

### YouTube Channels They Subscribe-to

- 6.1% engage with  [Mayo Clinic](#)
- 5.4% engage with  [Harvard Health Publishing](#)
- 4.9% engage with  [Health](#)

[See all YouTube results](#)

<https://sparktoro.com/>  
Approx Cost: FROM FREE





This is where it gets scary

- + New chat
- Museum Manager AR Mirror
- Text Input Limit Information
- Hire Marketing Director Bene
- New chat
- Future Of SEO
- New chat
- New chat
- Clear conversations
- Dark mode
- OpenAI Discord
- Updates & FAQ
- Log out

# ChatGPT

Examples	Capabilities	Limitations
"Explain quantum computing in simple terms" →	Remembers what user said earlier in the conversation	May occasionally generate incorrect information
"Got any creative ideas for a 10 year old's birthday?" →	Allows user to provide follow-up corrections	May occasionally produce harmful instructions or biased content
"How do I make an HTTP request in Javascript?" →	Trained to decline inappropriate requests	Limited knowledge of world and events after 2021

[ChatGPT Jan 9 Version](#). Free Research Preview. Our goal is to make AI systems more natural and safe to interact with. Your feedback will help us improve.

<https://chat.openai.com/>  
Approx Cost: FROM FREE





We have developed an AI method of identifying the healthiest sperm from an ejaculate to use for artificial insemination. At present this is done very manually – a trained technician looking through a microscope and picking. This technology allows a whole batch to be imaged at once and for the machine to pick the ‘best’ ones. There are huge potential cost savings, mostly because it cuts out the technician’s time and cost. I would like to consider who the best personas are for my technology



Your AI technology has the potential to revolutionize the fertility industry, and there are multiple personas who might be interested. Here are some key personas you may want to consider:



1. **Fertility Clinics and Laboratories:** These are your primary customers, as they perform the actual insemination procedures. They could benefit from the increased efficiency and precision your technology offers. Your AI solution could help them reduce labor costs and increase the success rates of artificial insemination.
2. **Obstetricians and Gynecologists:** These healthcare professionals often refer their patients to fertility clinics or might be conducting treatments themselves in their private practices. They would be interested in your technology because it could potentially increase the success rates of the procedures they recommend.

3. **Fertility Specialists and Researchers:** These professionals are always looking for ways to enhance fertility treatments. They might be interested in your technology for its potential to provide more successful outcomes, or as a research tool to better understand sperm health and fertility.
4. **Healthcare Institutions:** Hospitals, medical universities, or large healthcare systems could benefit from your technology. These institutions often have fertility departments and could use your technology to enhance their services and research capabilities.
5. **Insurance Companies:** Depending on the healthcare landscape and insurance policies in various countries, some insurance companies may cover fertility treatments. They could be interested in your technology because it could reduce the overall cost of fertility treatments, thus reducing their financial liabilities.
6. **Couples and Individuals Seeking Fertility Treatments:** While not direct customers, these are the end users who stand to benefit from your technology. They may not purchase your technology directly, but their needs and preferences will drive demand at fertility clinics.
7. **Sperm Banks:** These facilities could use your technology to ensure they are storing and providing the healthiest sperm samples to their customers.
8. **Venture Capitalists and Investors:** These financial stakeholders might be interested in funding your technology because of its potential to disrupt the fertility industry and deliver significant returns.



and could use your technology to enhance their services and research capabilities.

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8. **Venture Capitalists and Investors:** These financial stakeholders might be interested in funding your technology because of its potential to disrupt the fertility industry and deliver significant returns.
9. **Regulatory Agencies:** These entities, such as the FDA in the U.S., might be interested in your technology from a regulatory standpoint. While they are not customers, their approval is crucial for your technology's market adoption.
10. **Bioethics Organizations and Advocates:** These groups will be interested in your technology from an ethical perspective. They may wish to ensure that your technology is used responsibly and that potential ethical issues are addressed.

+ New chat



Previous 7 Days

User Request: Summarize con

Hello AI! Assist today?

Persona: Media Michael

User Request: Hello Title: User

Create Persona: Media Michael

Persona: Media Michael

August

todoBOT

Nap Tasks

My plan

Custom instructions

Settings & Beta

Log out



alastair@optixsolution

GPT-3.5

GPT-4



ChatGPT PLUS

**Plan a trip**

to explore the rock formations in Cappadocia, Turkey

**Recommend a dish**

to impress a date who's a picky eater

**Help me pick**

a gift for my dad who loves fishing

**Explain airplane turbulence**

to someone who has never flown before

Send a message



ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)



## Custom instructions

What would you like ChatGPT to know about you to provide better responses?

My name is Alastair, in 1999 I started an agency called Optix Solutions at Exeter University. 24 years later we are going strong. We now operate as a strategic and creative marketing agency. We have a team of 20 and our services start with the creation of a digital strategy for our clients. We also offer SEO, paid Media across search and social, organic social media management, creative work including branding, web design, UX and UI and content marketing. Our clients are upwards of 2 million turn over and go right through to

1450/1500

Hide tips 

How would you like ChatGPT to respond?

I am happy with a casual and friendly response as long as it doesn't distract from the importance of the facts or information I'm looking to ascertain.

You can address me by calling me Al.

I think I would prefer you to remain neutral

237/1500

Enable for new chats

Cancel

Save

### Thought starters

- Where are you based?
- What do you do for work?
- What are your hobbies and interests?
- What subjects can you talk about for hours?
- What are some goals you have?

is a picky eater

ience

never flown before

ChatGPT August 3 Version



I'd like to create a persona for point 1 pls



Sure, I can help create a detailed persona for fertility clinics and laboratories. Let's call this persona "Dr. Sarah White."



**Name:** Dr. Sarah White

**Age:** 45

**Title:** Director of Fertility Services

**Location:** San Francisco, California

**Background:**

Dr. Sarah White is a reproductive endocrinologist with over 15 years of experience in the field of assisted reproduction. She is the Director of Fertility Services at a well-known fertility clinic in San Francisco.



Could we make this a european persona pls



Of course, I can adjust the persona to be based in Europe. Let's call this persona "Dr. Laura Schneider."



**Name:** Dr. Laura Schneider

**Age:** 43





I'd like to create a persona for point 1 pls



Sure, I can help create a detailed persona for fertility clinics and laboratories. Let's call this persona "Dr. Sarah White." 🗑️ 👍 📌

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**Name:** Dr. Laura Schneider

**Age:** 43



Of course, I can adjust the persona to be based in Europe. Let's call this persona "Dr. Laura Schneider."



**Name:** Dr. Laura Schneider

**Age:** 43

**Title:** Head of Assisted Reproductive Technology (ART) Department

**Location:** Berlin, Germany

**Background:**

Dr. Laura Schneider is a leading reproductive endocrinologist with over 15 years of experience in the field of assisted reproduction. She heads the Assisted Reproductive Technology (ART) department at a prestigious fertility clinic in Berlin. Laura completed her medical degree at Charité – Universitätsmedizin Berlin and has dedicated her career to helping families conceive.

**Responsibilities:**

Laura oversees all treatments and procedures performed in her department, from IVF to ICSI. She ensures the clinic stays up-to-date with the latest technology to increase the success rates of procedures. She also manages a team of technicians and embryologists.

**Goals:**

Laura's primary goal is to enhance the success rates of the fertility treatments offered by her clinic. She also aims to continually improve the services provided by her team through staff training and the adoption of advanced technology.

**Challenges:**



training and the adoption of advanced technology.

### **Challenges:**

One of Laura's key challenges is to balance the increasing demand for fertility treatments with the capacity of her team. She also struggles with the manual, time-consuming nature of identifying the healthiest sperm for procedures like ICSI.

### **Interests:**

Laura is deeply interested in the latest research and technological advancements in fertility treatments. She regularly attends international conferences and stays informed about the latest trends in her field.

### **What can your AI technology offer?**

Your AI technology could offer a solution to Laura's challenges by improving the efficiency of sperm selection and potentially increasing the success rate of procedures. It could also free up her team's time, allowing them to focus more on patient care and other critical tasks.

### **How to reach her:**

Dr. Schneider can be reached through professional networks like LinkedIn or at medical conferences. Offering a free trial or demonstration of your AI technology, as well as presenting research evidence supporting its effectiveness, may also be successful strategies.



what sort of websites would she goto in order to keep her knowledge upto date



Dr. Laura Schneider, as a fertility specialist, would likely frequent the following types of websites and platforms to stay updated on the latest research, technological advancements, and industry trends:



1. **Medical Journals Online:** Websites of peer-reviewed journals like Human Reproduction, Fertility and Sterility, and The Journal of Assisted Reproduction and Genetics would provide her with the latest scientific research in her field.
2. **Professional Associations:** She would likely be a member of professional organizations such as the European Society of Human Reproduction and Embryology (ESHRE) and would use their website and resources regularly.
3. **Medical News Websites:** Sites like Medscape, BMJ, and the New England Journal of Medicine offer news updates on a wide range of medical topics, including fertility.
4. **Conferences and Symposiums:** She would frequently visit the websites of major conferences in her field, such as the ESHRE Annual Meeting, to check for updates, browse agendas, and possibly participate in virtual sessions.
5. **Online Training and Webinars:** Websites offering continued medical education (CME) courses and webinars on the latest fertility treatments and research.
6. **Online Forums and Communities:** She may also participate in medical forums and communities such as DocMatter, where she can interact with her peers, exchange knowledge, and discuss recent developments in assisted reproductive technology.
7. **Social Media:** Professional networking platforms like LinkedIn, where she can follow thought leaders in her field, and Twitter, where many researchers and healthcare professionals share and discuss the latest medical research.
8. **Technology and AI in Medicine:** Websites or blogs that focus on the intersection of artificial intelligence and healthcare, like AIMed, AI in Healthcare, or the HealthTech section of major tech news websites.

Remember, targeting these websites in your marketing strategy could help you reach Dr. Schneider and other similar personas more effectively.





## Actions

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4. A=WARENESS RAISING

IMPACT



**Inbound Marketing**

**VS**

**Outbound Marketing**





I'm going to put together a website to showcase my new technology - can you help with this



Absolutely! I'd be happy to help you brainstorm and outline some elements for your website.   

Here's a basic structure:

### **1. Home Page**

- An overview of your technology and its unique selling proposition.
- A visually appealing image or video showing your technology in action.
- Call-to-action (CTA) buttons for scheduling a demo, contacting sales, etc.

### **2. About Us Page**

- A brief history of your company.
- The mission, vision, and values of your company.
- Information about the team (founders, key employees, advisors).

### **3. Technology Page**

- Detailed information about your AI technology.
- Explanation of how it works and the science behind it.
- A comparison of your technology with the traditional manual method, highlighting advantages like cost-efficiency, accuracy, speed, etc.

### **4. Benefits Page**

- Detailed explanation of how your technology benefits various stakeholders:
  - Fertility clinics and laboratories.
  - Obstetricians and Gynecologists.
  - Patients seeking fertility treatments.

### **5. Testimonials / Case Studies Page**



testimonials from satisfied customers, if available.

- Case studies showing the successful implementation and results of your technology.

## 6. Blog/News Page

- Regularly updated articles about your technology, industry trends, research studies, etc.
- Company news and updates.

## 7. Contact Us Page

- Contact form for visitors to get in touch.
- Information about your location, email, and phone number.

## 8. FAQ Page

- Answers to common questions about your technology, how it can be implemented, pricing, etc.

## 9. Careers Page

- Information about current job openings and the company culture.

You might also want to consider incorporating the following features:

- **Live Chat:** To answer visitors' questions in real-time.
- **Newsletter Signup:** To keep interested visitors updated.
- **Demo Request Form:** For prospective customers to request a demo of your technology.
- **Search Function:** To make it easy for visitors to find the information they're looking for.

Remember to maintain a consistent branding throughout your website, including your company's logo, color scheme, and tone of voice. The website should be responsive (i.e., compatible with mobile devices), user-friendly, and easy to navigate.

Lastly, make sure your website is optimized for search engines (SEO) so that it can be easily discovered by people looking for solutions like yours.



you mentioned optimising my website for search. can you help me with the keyphrases you think I should use



Absolutely, Search Engine Optimization (SEO) is crucial to improve the visibility of your website. Here are some potential key phrases related to your AI technology for sperm selection in the fertility industry. These can be used to optimize your website's content and metadata:



1. **AI in Fertility Treatment**
2. **Artificial Intelligence in Assisted Reproductive Technology**
3. **Automated Sperm Selection**
4. **AI for Sperm Analysis**
5. **Advanced Fertility Solutions**
6. **AI-enhanced IVF**
7. **Machine Learning in Sperm Selection**
8. **High-tech Fertility Treatments**
9. **Innovations in Assisted Reproduction**
10. **Efficient Sperm Selection for IVF**
11. **AI Technology in Reproductive Health**
12. **Digital Transformation in Fertility Clinics**
13. **AI-Powered Embryology**
14. **Precision Medicine in Fertility**
15. **Artificial Intelligence in Embryology**
16. **Next Generation Fertility Solutions**

Remember to incorporate these key phrases naturally into your content, URLs, image alt text, meta descriptions, and page titles. Also, it's important to have valuable, high-quality content that's relevant to these keywords.

In addition to these keyword phrases, you should also regularly create fresh content that targets long-tail keywords (more specific, less competitive phrases), which could bring more qualified traffic to your site. This could be in the form of blog posts, whitepapers, case studies, etc.

Lastly, keep in mind that SEO is an ongoing process that involves regular monitoring and adjustments to your strategy. There are many SEO tools and services available that can help you track your website's performance and optimize your strategy.













could you give me ideas for pieces of content I could write for the blog



Absolutely, a blog is a great place to create engaging and valuable content for your audience. Here are some ideas for blog posts related to your AI technology for sperm selection:



1. **"The Role of Artificial Intelligence in Fertility Treatments"**: Discuss the increasing role of AI in the fertility industry, and highlight your technology.
2. **"Transforming Sperm Selection: An Introduction to Our AI Technology"**: A deep-dive into your technology and how it improves upon traditional methods.
3. **"The Science Behind Our AI-Powered Sperm Selection"**: Detail the science and research that went into the development of your technology.
4. **"Improving IVF Success Rates with AI"**: Discuss how your technology could potentially increase the success rates of IVF treatments.
5. **"Understanding the Importance of Sperm Selection in Fertility Treatments"**: Educate readers about why sperm selection is so crucial.
6. **"How Machine Learning is Revolutionizing Sperm Selection"**: Explain how machine learning algorithms improve sperm selection.
7. **"Demystifying AI in Fertility: A Simplified Guide"**: A beginner-friendly explanation of AI in fertility treatments.
8. **"Addressing Common Myths About AI and Fertility"**: Debunk misconceptions related to the use of AI in fertility treatments.
9. **"Case Study: The Impact of Our AI Sperm Selection Technology in Fertility Clinics"**: Share success stories or case studies of clinics using your technology.
10. **"The Future of Fertility Treatments: AI and Beyond"**: Speculate on how AI will continue to evolve and shape fertility treatments in the future.
11. **"5 Things You Should Know About AI in Sperm Selection"**: Break down the top things everyone should know about your technology.
12. **"Ensuring Ethical Use of AI in Fertility Treatments"**: Discuss how you're addressing ethical considerations in the development and use of your technology.

Remember, it's important to use your blog not only to inform but also to engage your readers. Encourage comments, questions, and discussions, and make sure to respond to



I like this article - The Role of Artificial Intelligence in Fertility Treatments. can you write a first draft for me pls



Title: The Role of Artificial Intelligence in Fertility Treatments



Introduction:

Artificial Intelligence (AI) is revolutionizing industries across the globe, and the world of reproductive health is no exception. Advances in AI are increasingly being leveraged to improve fertility treatments, enabling scientists, clinicians, and hopeful parents to navigate the often challenging journey to conception with more precision, predictability, and success.

AI in Understanding Fertility:

AI's key strength lies in its ability to process vast amounts of data and identify patterns and correlations that may not be readily apparent to the human eye. In fertility treatments, this capacity is used to gain insights into factors affecting fertility and to predict outcomes of treatments such as In Vitro Fertilization (IVF).

For instance, machine learning algorithms can analyze complex datasets from patient



But not just for your platform...





do you know which the main informational websites in the fertility space are



Yes, there are a number of reputable informational websites focused on fertility, reproductive health, and assisted reproductive technologies. Here are a few as of my last training cut-off in September 2021:



1. **American Society for Reproductive Medicine (ASRM):** This organization's website ([www.asrm.org](http://www.asrm.org)) offers a wealth of information on fertility, infertility treatments, and reproductive medicine.
2. **European Society of Human Reproduction and Embryology (ESHRE):** ESHRE's website ([www.eshre.eu](http://www.eshre.eu)) provides information about the latest research and guidelines in human reproduction and embryology.
3. **Resolve: The National Infertility Association:** Resolve's website ([www.resolve.org](http://www.resolve.org)) provides comprehensive information and support for people experiencing infertility.
4. **Society for Assisted Reproductive Technology (SART):** SART's website ([www.sart.org](http://www.sart.org)) provides patient resources and current statistics from clinics in the U.S. offering assisted reproductive technology services.
5. **Human Fertilisation and Embryology Authority (HFEA):** The UK's independent regulator of fertility treatment and research. Their website ([www.hfea.gov.uk](http://www.hfea.gov.uk)) provides free, clear and unbiased information on UK fertility clinics, IVF and other types of fertility treatment,



# Expert column

## FERTILITY NETWORK UK APPOINTS INTERIM CHIEF EXECUTIVE

18 May 2023 Fertility Network UK

Dr Catherine Hill appointed as new interim chief exec of Fertility Network UK

## THE FERTILITY SHOW IS BACK 20-21 MAY 2023

16 Mar 2023 Catalina Chinkousky

Tickets for the show are on sale now.

## TIPS FOR COPING WITH MOTHER'S DAY

15 Mar 2023 Catalina Chinkousky

Mother's Day can be one of the toughest days of the year when you're struggling with

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4. Ensure you have a 'space' online to point people back to



A man dressed as a detective in a tan trench coat, white shirt, dark bow tie, and a fedora hat. He is holding a magnifying glass over his right eye, which is significantly enlarged and looking directly at the viewer. The background is a plain, light-colored wall.

5. C=CONTACT FINDING  
"WATERING HOLES"

IMPACT

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# Taking the journey to parenthood together.

Join

r/TryingForABaby

Posts Wiki Acronyms New to TTC? FAQ Info Posts How To Set Flair

Hot New Top

**PINNED BY MODERATORS**  
Posted by u/AutoModerator 7 days ago  
**TFAB's Weekly BFP Post - May 14, 2023. Got your BFP? Post your story here!**  
77 Comments Share Save

Posted by u/AutoModerator 32 minutes ago  
**DAILY General Chat May 21**  
0 Comments Share Save

Posted by u/TFAB\_breezy **TTC#1 | Cycle 22** 18 hours ago  
**VENT Answers are bittersweet**  
TLDR: if you have one of any of the following - painful periods, clots in your blood, excessive bleeding, ovulation pain, pain during sex, fatigue, bloating - please push for answers with a medical professional. Endo can ruin your fertility.

## About Community

This group is for anyone trying for a baby! Come discuss fertility, sex, conception, and learn all about how your body works!  
Created May 25, 2011

101k Members 85 Online Top 1% Ranked by Size

## Filter by flair

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- VENT
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- HSG Experience
- QUESTION
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Posted by u/AutoModerator 7 days ago

TFAB's Weekly BFP Post - May 14, 2023. Got your BFP? Post your story here!

77 Comments Share Save

Posted by u/AutoModerator 32 minutes ago

DAILY General Chat May 21

0 Comments Share Save

Posted by u/TFAB\_breezy TTC#1 | Cycle 22 18 hours ago

VENT Answers are bittersweet

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# Supporting your IVF journey

Join

r/IVF

Posts

Hot New Top

PINNED BY MODERATORS

61 Posted by u/AutoModerator 11 months ago

## Feeling chatty? Introducing the r/IVF Discord!

31 Comments Share Save

23 Posted by u/Educational-Buy-5382 11 hours ago

## Embryo transfer today Need Good Juju!

Today was the fresh embryo transfer for IVF attempt #2 (estrogen priming) and decided to transfer two again given my age (39f). I was surprised we had two of good quality to freeze. So 4 total blasts. They were optimistic as they felt they were better quality than the last transfer but again we did not opt for PGT testing and leaving it to chance. I hope one at least sticks this time as we transferred last time and both didn't even implant.

Just need good positive vibes, our spirits were lifted slightly with their optimism. And now, we wait and I'm not going to be tempted to test early. I feel better this round as we do have some that made it to be able to freeze. Wishing the rest of you all the best! ❤️

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A supportive and positive community to discuss your IVF journey. Please be sensitive and kind.

Created Feb 16, 2012

27.0k

Members

88

Online

### Filter by flair

Need Good Juju!

Advice Needed!

Need info!

Need Hugs!

General Question

Rant

<https://www.reddit.com/>

Approx Cost: FREE



FEEDS

Popular

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### Fertility Authority

4K members

FertilityAuthority is the single, authoritative source for fertility content -- from diagnosis to fertility resolution. A rich online experience educates women and men on the need to be proactive regarding their fertility and...

Join



### Fertility Health Care Practitioners

4K members

The purpose of this group is to bring together a group of highly qualified health care practitioners whose practice is dedicated to the treatment of infertility. Any health care professional who meets to above criteri...

Join



### Gynecology, fertility, infertility and assisted reproduction

4K members

The group wants to include gynecologists , embryologists , urologists and specialists of the pharmaceutical industry interested in reproductive medicine Il gruppo vuole includere ginecologi, embriologi, andrologi e...

Join



### Fertility, Gynecology and Andrology (FGA)

528 members

The scope of the journal encompasses various aspects of Human Reproductive Biology and Reproductive Medicine, including Fertility/Infertility, Reproductive Physiology and Pathology, Assisted Reproduction,...

Join



### Copenhagen Fertility School

345 members

Copenhagen Fertility School Duration: 4 days. Venue: Copenhagen, Denmark Languages :English Course objectives: This course provides a comprehensive training in the clinical management, stimulation protocol...

Join

Find skilled

1.7M+ sn





fertility



## Search results

### Filters



All



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Marketplace



Pages



Places



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City



Public groups



### Mens fertility support - IVF/IUI/ICSI - secure place for men only to talk

Private · 3.9K members · 2 posts a day

Join

This page is created for men to have an open say about how they find the IVF journey, IUI, ICSI or handling a relationship after miscarriage. Nothing could have...



### 40 and Over Fertility Group

Private · 283 members · 2 posts a week

Join

This group is for people experiencing primary infertility who are 40 and over. The group is a closed Facebook group and meetings will be held online via Zoom.



### Fertility Network

Public · 2.4K members · 3 posts a month

Join

#fertilitynetwork - sharing information on fertility, subfertility, infertility, TTC and pregnancy, prevention and treatment. You are welcome to join.



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Fertility group for anyone struggling to conceive their first child in or near Devon and Cornwall. This group meets regularly via Zoom. Email:...



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Private · 564 members · 2 posts a week

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This is a group for UK Military individuals and couples to engage with others that have been on a fertility journey or are currently doing so. This isn't a medical grou...



fertility



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Join



Infertility | 9 min read

# 15 Best Fertility Podcasts To Listen to in 2023



Written by PFCLA  
29 Dec 2022



TTC is harder than it seems, and dealing with infertility can feel extremely isolating. However, you're not alone. Below you'll find the best podcasts on navigating fertility treatments, such as IVF and IUI, as well as dealing with infertility, miscarriages, egg freezing, surrogacy, genetic testing, single parenting by choice, LGBTQ+ fertility, and more from those who've experienced it themselves and experts in the industry.

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### Mayo Clinic Talks

Mayo Clinic

Education

★★★★★ 4.3 • 195 Ratings

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MAY 16, 2023

#### Women in Medicine

Hosts: Dawn Marie R. Davis, M.D. and Sanjeev (Sanj) Kakar, M.D. Guest: Erin K. O'Brien, M.D. Guest: Bobbi S. Pritt, M.D. Guest: Sandhya Pruthi, M.D. Our society is changing with women assuming more prominent roles. We have a female Vice President and recent books by Sheryl Sandberg (Lean In) an...

[▶ PLAY](#) 41 min

MAY 11, 2023

#### Sleep Medicine Edition | Medications for Insomnia: What Works?

Host: Darryl S. Chutka, M.D. [@chutkaMD] Guest: Bhanuprakash (Bhanu) Kolla, M.D. A common question we get from patients is "What can you give me to help me sleep?". Explaining how our sleep changes with age; becoming less efficient, more fragmented with multiple reasons for nighttime...

[▶ PLAY](#) 24 min

MAY 9, 2023

#### The Tick Talk of Lyme Disease: How to Diagnose & When to Treat

Host: Darryl S. Chutka, M.D. [@chutkaMD] Guest: Elitza S. Theel, Ph.D. Lyme disease is quite common with more than 400,000 new cases per year in the United States alone. It's associated with a constellation of typical symptoms, but it can also produce symptoms which are very unusual and...



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4. Ensure you have a 'space' online to point people back to
5. 'Watering Holes' provide another source of potentially relevant contacts for outreach





5. C=CONTACT FINDING  
INFLUENCERS

IMPACT





do you know who the most, current, influential researchers in the fertility industry are

Pls Continue



As of my last training data up to September 2021, I can list some key influential researchers in the fertility industry. However, it's essential to check the most recent data since the landscape may have changed.



1. **Zev Rosenwaks, M.D.:** Director of the Ronald O. Perelman and Claudia Cohen Center for Reproductive Medicine, Dr. Rosenwaks is a renowned figure in the field of reproductive medicine and has made many contributions in areas such as in vitro fertilization (IVF).
2. **Gianpiero D. Palermo, MD, Ph.D.:** Dr. Palermo is the Director of Assisted Fertilization and Andrology at the Ronald O. Perelman and Claudia Cohen Center for Reproductive Medicine. He's known for the development of intracytoplasmic sperm injection (ICSI), a significant advancement in treating male infertility.
3. **Pasquale Patrizio, M.D., M.B.E.:** He is a Professor in the Department of Obstetrics, Gynecology & Reproductive Sciences and the Director of the Yale Fertility Center and Fertility Preservation Program. Dr. Patrizio's work in fertility preservation is highly regarded.
4. **David Albertini, Ph.D.:** Dr. Albertini is an expert in the study of oocyte maturation and development. He has held several prominent roles, including Editor-in-Chief of the Journal of Assisted Reproduction and Genetics.
5. **Carlos Simon, M.D., Ph.D.:** Dr. Simon is a professor of Obstetrics and Gynecology at Stanford University School of Medicine. His research focuses on endometrial receptivity and implantation, with his work being widely published in leading scientific journals.
6. **Eva Hoffmann, MSc, Ph.D.:** Dr. Hoffmann's research, based at the University of Copenhagen, focuses on understanding the mechanisms that maintain genomic stability in germ cells, thus affecting fertility.

Please note that the field of fertility research is vast and continually evolving, with many researchers contributing valuable work across numerous sub-disciplines. This list is by no means exhaustive, and you should conduct up-to-date research to identify the currently most influential individuals.



# Twitter Influencers

Find key Twitter influencers by profile, shared content or domain.

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<input type="checkbox"/>		<b>Fertility Network</b> fertilitynuk   fertility fertility network uk: support issues; fighting for fair hsh Company	55	13.6K	19%	6%	1.2	<input type="button" value="Bookmarks"/>	<input type="button" value="More"/>
<input type="checkbox"/>		<b>Fertility Road</b> fertilityroad   fertilityroad the official account from fertility road, bringing you the latest ivf, lifestyle and men's health	43	12.6K	3%	3%	0.1	<input type="button" value="Bookmarks"/>	<input type="button" value="More"/>

**Influencer Type ^**

- Blogger**  Only show profiles which we have classified as bloggers
- Influencer**  Only show profiles which we have classified as influencers
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Hi 🥰❤️ Fertility nurse saraplustwins@select.co

---

**165** Following **2.9M** Followers  
**136.4M** Likes **283** Videos  
**6.3K** Diggs CA

**Recently used hashtags**

[#Bloompartner](#) [#vlog](#) [#bloompartner](#)



**demiandtom**  
Demi and Tom [↗](#)

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Our life while battling **Fertility**, PCOS, & MS💖  
demiandtom@a3artistsagency.com

---

**617** Following **1.8M** Followers  
**66.6M** Likes **1.0K** Videos  
**9.3K** Diggs US

**Recently used hashtags**

[#family](#) [#husband](#) [#mormon](#)



**alirodmd**  
The Latina Doc [↗](#)

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OBGYN | Latina Feel comfortable + empowered about YOUR body Free pregnancy guide

---

**908** Following **1.7M** Followers  
**28.8M** Likes **1.0K** Videos  
**27.8K** Diggs US

**Recently used hashtags**

[#obgyn](#) [#surgeon](#) [#baby](#) [#gymtok](#)

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Approx Cost: FROM FREE






# TikTok Influencers

Find key TikTok influencers.

Enter a keyword

Sort by: Followers ▾ 509 Results

Export

 <p><b>saraplustwins</b> Sara Plus Twins</p> <p>View Save</p> <p>Hi 🥰❤️ Fertility nurse saraplustwins@select.co</p> <p>165 Following 136.4M Likes 6.3K Diggs</p> <p>CA</p> <p>Recently used hashtags #Bloompartner #vlog #bloompartner</p>	 <p><b>demiandtom</b> Demi and Tom</p> <p>View Save</p> <p>Our life while battling Fertility, PCOS, &amp; MS💛 demiandtom@a3artistsagency.com</p> <p>617 Following 66.6M Likes 9.3K Diggs</p> <p>US</p> <p>Recently used hashtags #family #husband #mormon</p>	 <p><b>alirodmd</b> The Latina Doc</p> <p>View Save</p> <p>OBGYN   Latina Feel comfortable + empowered about YOUR body Free pregnancy guide</p> <p>908 Following 28.8M Likes 27.8K Diggs</p> <p>US</p> <p>Recently used hashtags #obgyn #surgeon #baby #gymtok</p>	
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5. C=CONTACT FINDING  
USING YOUR NETWORKS

IMPACT







Lead

Account



"fertility"



Saved searches

Personas

1 filter applied

Pin filters



Select all



Save to list



Unsave

Current job title



Seniority level



Personal

Geography



Industry



Best path in



Connection



2nd degree connections X

1st degree connections 8

Group members 1.5K+

3rd+ degree connections 120K+

Recent updates



Clear all

Save search



Tess Isabelle Cosad · 2nd

Co-Founder & CEO · Béa Fertility

United Kingdom

3 years 5 months in role | 3 years 5 months in company

About: CEO & Co-Founder of an ambitious FertilityTech startup, focussed on democratising access to safe, affordable fertility treatment. Launching soon.



17 shared connections

2 shared experiences



Sue Ritchie The Fertility Coach · 2nd

The Fertility Coach · The Fertility Coach

Kegworth, England, United Kingdom

3 years 6 months in role | 3 years 6 months in company

About: WHAT I DO I help business women and their partners to optimise all the areas that underpin fertility so that they increase their potential for conception and c



10 shared connections

Posted on LinkedIn



Fiona Skinner · 2nd

Founder and Director of The Fertility Coaching Company · The Fertility Coaching Company

London, England, United Kingdom

3 years 5 months in role | 3 years 5 months in company

About: Passionate about helping build fertility inclusive cultures at work. Moving the conversation on to take the next steps in addressing fertility as a hidden source



Suvir Venkataraman · 2nd

General Manager · Harley Street Fertility Clinic

London, England, United Kingdom

12 years 2 months in role | 12 years 2 months in company

About: Love a challenge



Lead

Account



"fertility"



Saved searches

Personas

1 filter applied

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Search

Lead filters +

Account filters +

Saved searches Personas



FERTILITY CARE, REIMAGINED



Viewed: 5/21/2023

### Tess Isabelle Cosad <sup>2nd</sup>

Co-Founder & CEO at Béa Fertility

United Kingdom 500+ connections 17 shared connections

[Save](#) [Message](#) ...

#### Current role

**Co-Founder & CEO at Béa Fertility**  
Jan 2020–Present · 3 yrs 5 mos

Creating a world where every family, no matter what they look like, has access to the care they need to get started.

Also worked at IIBD Ltd., Emberson Group, Friday Media Group  
[See more](#)

#### Contact information

[Add contact info](#)

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[About](#) [Relationship](#) [Experience](#) [Timeline](#)

#### Lists (0)

[Save](#)

Add to a list to help organize leads and get alerts

#### Notes (0)

[Add](#)

Add notes to remember key details about Tess Isabelle

#### Similar leads at Béa Fertility



**Lucanus Polagnoli** <sup>2nd</sup>  
Founder & Managing Partner

[Save](#)



**Ekaterina H.** <sup>3rd</sup>  
Founder & CIO

[Save](#)



**George Thomas** <sup>2nd</sup>  
Co-Founder & CPO

[Save](#)



**Brian Hatton** <sup>2nd</sup>  
Partner - QVentures

[Save](#)



**Tess Isabelle Cosad**  
Co-Founder & CEO at Béa Fertility

About

Relationship

Experience

Timeline

## Relationship

### Start a conversation with Tess Isabelle

Comment on Tess Isabelle's posts or mention what you have in common in a message.

#### What you share in common

Shared interest, groups, and past experience with Tess Isabelle



You both know **Richard Thorne, Karen Brooks** and **15 others**



You're both in the **University of Exeter Alumni group**



You both went to **University of Exeter**  
You studied at University of Exeter before Tess Isabelle started

[Message](#)





**Tess Isabelle Cosad**  
Co-Founder & CEO at Béa Fertility

About

Relationship

Experience

Timeline

### Get introduced

Ask your colleagues and shared connections for a warm introduction to Tess Isabelle.

All (17)

Shared connections (17)

Shared education (4)

Shared work experience (1)

Shared groups (1)

#### CXO (8)



**Leigh Mardon** 1st  
Chief Operating Officer

Shared connection

[Ask for intro](#)



**Freddy Hoare** 1st  
Founder

Shared connection

[Ask for intro](#)



**Laura Coleby** 1st  
Chief Executive Officer  
Both worked at Friday Media Group

Shared connection

[Ask for intro](#)



**Nic Marks** 1st  
CEO and Founder

Shared connection

[Ask for intro](#)

#### Director+ (3)



**Karen Brooks** 1st  
Head of Scale-Up

Shared connection

[Ask for intro](#)



**Martin Cooper** 1st  
Director

Shared connection

[Ask for intro](#)



**Simon Bond** 1st  
Director

Shared connection

[Ask for intro](#)

#### Other (5)



**Tom Staniford** 1st  
Digital Strategy Consultant  
Both studied at University of Exeter

Shared connection

[Ask for intro](#)



**Anita Johnson** 1st  
Membership Advisor

Shared connection

[Ask for intro](#)



**Prashant Nair** 1st  
Speaker Liaison Coordinator  
Both studied at University of Exeter

Shared connection

[Ask for intro](#)



**Oriana Ascanio** 1st

Search

Lead filters +

Account filters +

Saved searches Personas



FERTILITY CARE,  
REIMAGINED



Viewed: 5/21/2023 [Open](#)

**Tess Isabelle Cosad** 2nd

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Save

Message

...

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[See more](#)

Contact information

[Add contact info](#)

Search on Bing

About Relationship Experience Timeline

Lists (0)

Save

Add to a list to help organize leads and get alerts

Notes (0)

Add

Add notes to remember key details about Tess Isabelle

Similar leads at Béa Fertility



**Lucanus Polagnoli** 2nd  
Founder & Managing Partner

Save



**Ekaterina H.** 3rd  
Founder & CIO

Save



**George Thomas** 2nd  
Co-Founder & CPO

Save



**Brian Hatton** 2nd  
Partner - QVentures

Save



22/05/23



**Nick Baxter** shared about starting a new position as Investor at **Béa Fertility**: I'm happy to share that I'm starting a new position as Investor at Béa Fertility!

1h



Say congrats





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Messaging



Notificati



# University of Exeter



We use the power of our education and research to create a sustainable, healthy and socially just future.

Higher Education · Exeter, Devon · 189,541 followers · 8,736 employees



Jacqueline & 159 other connections work here

✓ Following

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Events

## 53 alumni

Keyword search already applied

fertility ×

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Keyword search already applied

fertility ×

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### People you may know



**Tess Isabelle C...** · 2nd  
Co-Founder & CEO at Béa  
Fertility

3K followers · Simon Bond, Raymond  
Rubin, and 16 other mutual  
connections

[Follow](#)



**Mollie Erskine** · 2nd  
Genomics Communications  
Manager at CooperSurgical...

Jessica Ratty, Henry Baines, and 1  
other mutual connection

[Connect](#)



**Robbie McCork...** · 3rd  
Director of Development at Care  
Fertility

[Message](#)



**Alice Crouch** · 3rd  
Digital Marketing Manager at  
Ultrasound Direct/The Fertility..



**Katie Cook** · 2nd  
Fertility Midwife at Wiltshire  
Fertility Centre



**Georgie Pool** · 2nd  
Embryologist (STP) at CRGH  
City





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6. Use the tools to find and store key influencers in the market for potential outreach
7. Work your contact spheres - who are you linked to already? Save for outreach

A man and a woman are sitting at a table, engaged in a conversation. The man is on the left, wearing a light blue shirt and glasses, looking towards the woman. The woman is on the right, wearing a dark blue polka-dot shirt, looking back at the man. They appear to be in a professional setting, possibly a meeting or a collaborative work environment. The background is slightly blurred, showing a white wall and a green chair.

## 6. T=AILORED CONVERSATIONS

IMPACT



SALES NAVIGATOR Home Accounts Leads Messaging

Search Lead filters + Account filters + Saved searches Personas

**Tess Isabelle Cosad** <sup>2nd</sup>  
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Viewed: 5/21/2023 [in](#) [Open](#)

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- Brian Hatton** <sup>2nd</sup>  
 Partner - QVentures [Save](#)
- Dana Harlan Baldwin** <sup>2nd</sup>  
 Managing Director, Head of Product Strategy - Infrastructure & Real Estat... [Save](#)

**DI (Initiator)**  
 Spontaneous · Bold · Dynamic

**HOW TO COMMUNICATE**

Focus on enthusiasm and directness, favoring results over process.

**Do**

- ✓ Focus more on high-level summaries rather than deep-diving on specific questions
- ✓ Speak with high energy and answer questions directly

**Don't**

- ✗ Don't focus on risk or downside; prioritize the potential upside
- ✗ Don't give in-depth product descriptions without explaining bottom-line impact

[View full profile](#) [Tags](#)

**DISC MAP**

<https://www.crystalknows.com/>

Approx Cost: FROM FREE

**DISC MAP**

**SALES STAGES**

Select Tess' current sales stage

Prospecting / Target

**GET ADVICE**

**EXPECTED BEHAVIOR**

- Comfortably functioning as the primary speaker in a group
- Making a decision more quickly than most people
- Feeling comfortable making decisions with limited information

**EMAILING**

- Give them a clear way to respond
- Use abbreviations and shorteners where appropriate
- Do not include too much detail

Show more

**MEETING**

- Show confidence and enthusiasm
- Avoid too much formality
- Start by casting an exciting vision

Show more

**ENERGIZERS**

- Bold ideas
- Winning other people over
- Opportunities to perform and entertain

**STRESSORS**

- Lack of freedom and independence
- Feeling held back by process
- Following lots of rules

**SPEAKING**

- Bring lots of energy to the conversation
- Project boldness and confidence
- Emphasize the future

**WORKING TOGETHER**

- Let them take the lead
- Maintain a fast work pace
- Don't assign them to routine tasks

**COMPARISONS**

Risk-tolerant	Risk-averse
Trusting	Skeptical
Optimistic	Pragmatic
Deliberate	Fast-paced
Matter-of-fact	Expressive
Autonomous	Collaborative

**BOOKING A MEETING**

**How to get Tess to book a meeting:**

- Plan to follow up between now and the meeting so their excitement stays high
- Suggest time frames for them to pick so they don't have to schedule themselves
- Use a relatable, animated tone

**This happens because:**

DI types are drawn in by the idea of being a part of something new that will give them an edge on their competition. The more enticing you make your product sound, the more likely they are to meet with you.

**Try this:**

- What time works best for you tomorrow?
- Our product's innovative technology will make your team more efficient so you can beat the competition.
- When do you have 15 minutes to talk on Friday?



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[Edit personality](#)

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[Show more](#)

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# Demo for Tess

Individual Playbook



Print Download Share More

## DISC Type

+ Add Note



Map DISC

Tess' DISC type  
**Initiator (DI)**

Tess is likely to be enthusiastic, enterprising, and decisive, while favoring results over process.

SPONTANEOUS BOLD DYNAMIC

## Give Tess a Product Demo

+ Add Note

Tess wants to learn through doing, not by watching someone else do it. Trial-and-error is how they learn, so don't micromanage them if they are stumbling through your platform. Instead, ask them questions to figure out what they are thinking, so you can meet them where they are at.

<https://www.crystalknows.com/>  
Approx Cost: FROM FREE



# Demo for Tess

Individual Playbook



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+ Add Note



Tess' DISC type

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<https://www.crystalknows.com/>  
Approx Cost: FROM FREE


[Find email addresses](#)

Most common pattern: {first}@optixsolutions.co.uk

3 results

tomas@optixsolutions.co.uk 

6 sources ▾

contact@optixsolutions.co.uk 

1 source ▾

patrick@optixsolutions.co.uk 

2 sources ▾

<https://www.hunter.io/>

Approx Cost: FREE





## SUMMARY

- 1). Are you considering multiple generations in your approach?
- 2). Setup tools to organise and automate your processes
- 3). Research the market – search / social
- 4). Work out your personas - who do you need to talk to?
- 5). Setup and use your platform (personal & organisation)
- 6). What content will attract your personas? Does it answer their pain questions?
- 7). Build lists of people you want to reach out to
- 8). Ensure you give yourself the best chance of engagement

# Connect with me:

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[www.marketingleaders.community](http://www.marketingleaders.community)

[alastairbanks.substack.com](http://alastairbanks.substack.com)

[alastair@optixsolutions.co.uk](mailto:alastair@optixsolutions.co.uk)

<https://www.linkedin.com/in/alastairbanks/>

[www.youtube.com/alastairbanks](http://www.youtube.com/alastairbanks)

[www.instagram.com/banksy6](http://www.instagram.com/banksy6)

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LinkedIn



**Alastair Banks**

 findingyourpassion.co.uk - Lover of Personal Branding. Co-Founder of Digital Marketing Agency. S...

