

The Homeschool Buyer Intelligence Report

**Know What Homeschool Families Want
Before You Build, Price, or Market Your Product.**

A comprehensive market intelligence report powered by verified homeschool families and proprietary Neurometrix™ analysis, helping education companies identify their ideal customers, validate product opportunities, and create messaging that converts.



150,000+
VERIFIED
HOMESCHOOL FAMILIES
Trusted audience
available for research.



2,000–5,000
SURVEY RESPONSES
Completed responses
per research project.



TOP 4
BUYER AVATARS
Identified using
Neurometrix™.



CUSTOM
MESSAGING STRATEGY
Recommendations
tailored to each audience.

WHAT YOUR REPORT INCLUDES



**EXECUTIVE
SUMMARY**
Key findings and
strategic
recommendations.



**BUYER AVATAR
ANALYSIS™**
Your four highest-
converting homeschool
customer profiles.



**PRICING
INTELLIGENCE**
What families expect,
compare, and are
willing to pay.



**MESSAGING
FRAMEWORK**
The language, benefits,
and positioning that
resonate most.



**PRODUCT
OPPORTUNITY
ANALYSIS**
Discover unmet needs,
demand gaps, and
growth opportunities.



**FAMILY
VOICE**
Real quotes, opinions,
concerns, and
purchase motivations.



**STRATEGIC
ACTION PLAN**
Clear recommendations
for product, marketing,
and launch.

POWERED BY NEUROMETRIX™

Go Beyond Survey Results.

Most research tells you what families said.
Neurometrix™ helps explain **why they buy.**

Using proprietary behavioral analysis, we identify the
four homeschool buyer profiles most likely to purchase
your product, what motivates each audience, and how
your messaging should change to maximize engagement
and conversion.



EVERY REPORT INCLUDES:

- ✓ Top four buyer avatars
- ✓ Motivations and decision drivers
- ✓ Messaging recommendations
- ✓ Positioning strategy
- ✓ Purchase objections
- ✓ Marketing opportunities

HOW THE PROCESS WORKS



WHY IT WORKS



**VERIFIED
FAMILIES**
Real homeschool
buyers—not
generic research
panels.



**BEHAVIORAL
INTELLIGENCE**
Understand why
customers make
purchasing
decisions.



**PRODUCT
VALIDATION**
Reduce risk
before investing
in development.



**PRICING
CONFIDENCE**
Know what
families expect
and value.



**MESSAGING
STRATEGY**
Communicate
in ways that
resonate.



**SMARTER
MARKETING**
Launch campaigns
with clarity and
confidence.

REPORT DELIVERABLES

- ✓ Executive Summary
- ✓ Survey Findings
- ✓ Buyer Avatar Analysis™
- ✓ Neurometrix™ Messaging Framework
- ✓ Pricing & Value Insights
- ✓ Product Opportunity Analysis
- ✓ Family Quotes & Feedback
- ✓ Strategic Recommendations
- ✓ Marketing Action Plan



Our goal is simple: help education companies make smarter product, pricing, and marketing decisions through real homeschool buyer intelligence and proprietary Neurometrix™ analysis.

