

MARKET RESEARCH

TEMPLATE

Who exactly are we talking to?

Protein and pre workout customers

Generally, What Kind Of People Are We Targeting?

1. Men or Women?
 - Both men and women but mostly men
2. Approximate Age range?
 - 16-55 years old
3. Occupation?
 - All occupations
4. Income level?
 - \$65k per year or above
5. Geographic location?
 - Anywhere in Australia

Painful Current State

- What are they afraid of?
 - Being too skinny
 - Not consuming the correct amount of protein
 - Not feeling healthy
 - Not having enough energy to train
 - Not being motivated by not having a pre workout
 - Being judged by others who are successful in their desires
 - Not gaining muscle size
 - Consuming poor protein
- What are they angry about? Who are they angry at?
 - Not having bigger muscles
 - Not being able to consume enough daily protein
 - Having to go to the gym with no 'kick' or motivation
 - Being bloated from casein protein
 - Never finding good tasting protein or pre workout for a fair price
- What are their top daily frustrations?
 - Thinking about having to drag themselves to do a workout
 - Not having a great tasting protein to remember to have after training

- Thinking about not growing muscles and how to fast track this
 - Stressed about money
- What are they embarrassed about?
 - Their body shape
 - Not being able to get themselves to do a workout
 - Not attracting the opposite sex
 - Not fitting in
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?
 - Strong
 - Capable
 - Confident
 - High self esteem
 - Attractive
 - Progressed
 - Independent
 - Satisfied
 - Joyful
 - Motivated
 - Full of energy
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I am insecure about my body shape and I am struggling to put 'size' on. I want to fast track this, I feel like I'm working too hard and getting no results.
 - I feel tired before/after work and I struggle to get motivated to go to the gym
 - My protein shakers always break easily
- What is keeping them from solving their problems now?
 - Proper protein intake and the discipline/motivation to go to the gym
 - Not having a great tasting protein or pre workout

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?
 - To be strong, attractive, chiseled, feeling joyful, confident and invincible.
 - To feel motivation, energy and eagerness to train
 - Satisfied from great tasting products
 - To be independently progressing through life seeing results
- Who do they want to impress?
 - Themselves

- The opposite sex
- Their peers and family
- The public
- How would they feel about themselves if they were living in their dream state? -
What do they secretly desire most?
 - Attraction from the opposite sex
 - Feeling extremely confident
 - Constant body progression
 - Motivation to train
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - I want to be extremely, visibly fit with the constant motivation to train. I want to prove to myself that I can progress through hard work and dedication to better my life and using all the tools I can to fast track my progress and stay motivated

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - They believe they are not physically attractive
 - They believe they aren't building muscle fast enough
 - They believe they are unmotivated to train
 - They believe they are not good enough to look their best
- Who do they blame for their current problems and frustrations?
 - Themselves
 - Their trainers
 - Their gym programs
 - Work
 - Training partners
 - Not having a balanced diet
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Not having enough time
 - Not having enough motivation
 - Not making progress fast enough
 - Not seeing progress at all
 - Not having the energy to train
- How do they evaluate and decide if a solution is going to work or not?
 - What it tastes like
 - How much energy it gives them
 - How it makes them feel
 - Ingredients
 - Allergies
 - Who is known to take it
 - What food does it go well with
 - Deceivers time and price
- What figures or brands in the industry do they respect and why?
 - Nutrition warehouse because of the discounts on bulk buy
 - Musashi because of the big name and range of products
 - Australian made brands like True Protein and Mirrabooka
- What character traits do they value in themselves and others?
 - Motivation
 - Discipline
 - Work ethic
 - Strength
 - Determination
 - Fun
 - Energised
 - Positivity
- What character traits do they despise in themselves and others?

- Slackness
- Laziness
- Negative attitude
- Weakness
- Unmotivated
- Boring
- What trends in the market are they aware of? What do they think about these trends?
 - Different random flavours - They want unique great tasting flavours
 - Pre workouts that have lasting energy that don't make you feel sick
 - Different pack sizes - 1kg/2.5kg value packs
 - Proteins that go great with different food such as oats and smoothies
 - Free shipping
- What "tribes are they a part of? How do they signal and gain status in those tribes?
 - 'Bro' groups
 - Insta girl gym groups
 - Sporting teams
 - Running clans

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

Name: Ronnie

Background Details

- Trains everyday listening to metal music
- Has the desire to be a bodybuilding competitor
- Looking to attract females
- Wants to be muscular
- Wants to fast track his goals

Day in the life:

- Wakes up has breakfast with protein
- Trains in the morning
- Goes to work at the gym
- Has lunch
- Finishes work
- Trains again
- Scrolls through social media
- Goes to bed