

Market Research Template (3rd Person Sales Letter from Jason Fladlien: Advertising of Rapid Crush Inc.)

What kind of people are we talking to?

- Men or Women? Mostly Men
- Approximate Age range? 30-45
- Occupation? Marketers.
- Income level? Low - Middle level
- Geographical location? Any 1st rate Country

Painful Current State

- What are they afraid of? Not spending their time productive enough and staying poor.
- What are they angry about? Who are they angry at? Not having enough time, angry at themselves and the system.
- What are their top daily frustrations? Not getting the most out of the day, being poor.
- What are they embarrassed about? Letting others down.
- 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? Make them feel happier, Others would think "they're crazy" or not care about it
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? They would tell them to relax and take some time off, or

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?
- Who do they want to impress? Themselves.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would sleep comfortable knowing they have spent their time without wasting any second and have become financially free. They desire financial freedom and productivity.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? They would probably tell them to go for it, or think it's a bit off the mark.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They waste too much time and not get things done in time.
- Who do they blame for their current problems and frustrations? Themselves, mostly.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They haven't

- How do they evaluate and decide if a solution is going to work or not? They research rigorously about it, take notes etc. then go for professional help.
- What figures or brands in the space do they respect and why? They respect brands that got reputable in a long time period.
- What character traits do they value in themselves and others? Their persuasion and marketing level.



- What character traits do they despise in themselves and others? Not being able to make decisions.
- What trends in the market are they aware of? What do they think about these trends? They are aware of everybody switching everything to digital and people getting rich online. They are in a dilemma about if they should or shouldn't try out online marketing too.

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 market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

AVATAR:

Mike is a 40 year old office worker that works as a marketer in a law firm. He is very hard-working but thinks he's not spending his time productively enough and is suspicious about trying out online marketing. He doesn't want to stay making a low-income from his office job, not getting enough money. So, he tries out an online marketing course. Because he was a hard-worker all his life, he absorbs everything from the course where he learns to cut out the biggest time wasters on online marketing and learns proper, absolute productivity and learns digital marketing from experienced millionaire professionals. That's how Mike left his 9-5 job and became the owner of a successful Digital Marketing business. Join Rapid Crush Inc. today and become like Mike.

