

Research Template

Target Market

- What kind of person is going to get the most out of this product?

Anyone looking to get into fitness or develop their fitness levels

Covers everything from bodyweight, conditioning (cardio) to strength training and bodybuilding

- Who are the best current customers, with the highest LTV?

The best customers are the ones who sign up to the monthly subscription and stay for a long time. (only one product to sell)

- What attributes do they have in common?

Fitness enthusiast and doesn't want to pay for a personal trainer weekly.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Jessica, long, blonde hair and green eyes. She has glasses and some freckles. She is 24 years old

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Jessica has always been a relatively active person but never followed and programmed or dedicated serious amounts of time

or effort towards her fitness goals. She lives in America in New York and her family is comfortable financially. She has graduated from college with a business degree and is working in hospitality until she finds the right job. She has a small apartment with her friend.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Wake up around 8, then she would start work at around 10 and work until 5. Then it is straight to the gym and then back home to have dinner and do some job hunting before bed

- **Values.** What do they believe is most important? What do they despise?

She has recently developed a desire to conquer her fitness goals and stop being lazy. She believes that her health is her wealth and her main goal is to get into shape

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

The unhealthy food option that has flooded the city

Friends wanting to go out and party all the time

Financially she is okay, but is less stable now she has left home.

Current State

- What is painful or frustrating in the current life of my avatar?

I was training for 2 months consistently like this and i looked very jacked and was at my strongest. I quit it due to the comfort i felt from having good results.

- What annoys them?

I've been having such a hard time gaining weight. It seems no matter how much I increase my intake, I stay the same weight. I can see that I'm getting bigger and stronger, albeit slowly, but when I increase my calories, it seems to only go straight to my tummy. I can literally have nice abs one week, and the next week, 2cm of pudge

The hardest part about growing muscle is having a good diet.

The past four months I've been trying to gain muscle and lose fat. It did not work because I was only gaining muscle while my body fat percentage was staying the same.

- What do they fear?

Don't buy junk!

- What do they lie awake at night worrying about?

It's absolutely impossible to burn fat and gain muscle simultaneously. It cannot happen. - Self doubt and excuses

I train hard every week 5 times a week but I've never had a clue how to take this to the kitchen.

- How do other people perceive them?

Lazy

Will never be taken as seriously as someone else who is in shape

- What lack of status do they feel?

They feel inferior to the others who are in shape

Less comfortable in their own skin

Nowhere near as much confidence as someone who is in shape.

- What words do THEY use to describe their pains and frustrations?

Diet is definitely the hardest part.

Genetics is indeed a big factor. I had a colleague who is naturally skinny, he works out a lot, really a lot for him to build muscles. Meanwhile another colleague doesn't even work out but he's got some muscles - EXCUSES

I started focusing more on strength and mechanical tension because a friend told me that was the

right way to go. Its been 2 years and I haven't seen a single difference in my physique even though I've gotten way stronger

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

started following your program last month. Feeling great love it. I'm 52 and in the best shape of my wife following your principles. Plus I now started eating more meats as well too.

Love the variation, never boring. Its perfectly and overly hard for the people that want their asses kicked and easily modified

- What enjoyable new experiences would they have?

I stepped on the scale this past weekend and I actually gained weight. I was sad about it until I remembered that I've gained muscle and I'm a lot stronger. I realized how strong I had become when I lugged a 3 gallon of water with one hand up three flights of stairs without a thought. - Everyday tasks become easier

Applying what learned in Earn Your Carbs and going hard at the Sweat!, S&C and minimal Equipment (Daily D) programming. Down 63 lbs!

I'm a Female Filipino that is 137.5 lbs (2mos ago) now I am weighing 117 lbs and have 30% body fat.

The cycles are all really varied and it doesn't get boring but also feels focused at the same time

- How would others perceive them in a positive light?

They would be perceived as someone who has great character traits such as dedication, consistency, and the ability to keep working when results are visible straight away.

Would be shown more respect

People would have more of an obligation to listen

- How would they feel about themselves if they made that change?

I've been using CHALK for about 4-5 months and it's the most difference I've seen in my body for a long time. Especially in my legs. I've been doing crossfit for 5 years before. So super happy to see the results.

- What words do THEY use to describe their dream outcome?

Chalk online is keeping me in great ALL AROUND SHAPE

its not about looking forward to it , you find what works best for you and stick to it no matter how much u hate it . something called discipline

Rewarding - It's actually scary how good this fits for the past 2 years for me after I started working out probably also with a diet.

The fact that lifting can change your life from being uncomfortable, especally when meeting new people, to being confident and smiling to people you just met - has really helped me a lot personally.

when your body is in shape you are mentally in shape

Roadblocks

- What is keeping them from living their dream state today?

Not knowing how to workout effectively

No discipline

The lack of desire to do well

The easy comfortable world we live in today

- What mistakes are they making that are keeping them from getting what they want in life?

Slacking off the gym when they know they should be working out

Eating badly - not sticking to a diet

Giving up when the motivation is lost - NO DEDICATION

- What part of the obstacle does the avatar not understand or know about?

How to program workouts depending on their own unique situation

How important consistency is

The time it takes to develop your body

The sacrifices you have to make

The importances of goal setting and planning

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The limited knowledge they have on how to properly workout and plan workouts to get the most out of each workout (goal depended)

Solution

- What does the avatar need to do to overcome the key roadblock?

A programme that is designed to fit their life - taking into consideration their spare time and fitness goal

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If they signed up to chalk performance then they would be able to...

- Get in the shape they want
- Make the change they have wanted to do for years
- Improve all aspects of their life
- Increase their confidence
- Increase their status
- Live a longer, healthier and happier life
- Improve their mental health
- Improve their ability to stay consistent and disciplined

Product

- How does the product help the avatar implement the Solution?

The product is the solution

A professional offering help and guidance for the less knowledgeable

- How does the product help the reader increase their chances of success?

The service provided will help reduce the chances of injury and the phase that most beginners go through 'the not knowing what to do' phase.

- How does the product help the reader get the result faster?

With the assistance of a personal trainer or the app the reader can get results faster as they won't have to take time making mistakes as they will be told what to do and when to do it.

- How does the product help the reader get the result with less effort or sacrifice?

There is less sacrifice involved as there's less mental work for the reader. They don't need to go out and do research and figure out how to train. They are just told when and what to do. This makes the effort significantly less

- What makes the product fun?

The product has a load of different and unique programmes which allows the reader to keep it fresh and not have to do the same one on repeat.

- What does your target market like about related products?

There is less of their own time wasted

Are held accountable to someone

Less thinking for them

Time is saved from them not doing things wrong

- What does your target market hate about related products?

Little enthusiasm shown by many personal trainers

Busy - hard to book

Little curiosity for other gym users

Old pt aren'ts up to date with newest fitness info