

Market Research Template

Who exactly are we talking to?

People who want to achieve success but have so much on their plate already and always end up running behind on schedule and are super busy

- Men or Women?

Men

- Approximate Age range?

25-30 yr old men

- Occupation?

Wage slave jobs regular 9-5s

- Income level?

Wage jobs anywhere from \$30-50 a year

- Geographical location?

NONE or unknown

Painful Current State

- What are they afraid of?

Feeling trapped as well as being stuck inside of their soul sucking 60 hour week 9-5 and feeling as if they're getting nowhere in life and are doubtful of if they'll ever escape

- What are they angry about? Who are they angry at?

Angry about the perpetual life they're living, constantly having to wake up so early feeling drained and tired 24/7, angry at their boss who bullies them constantly or angry at the themselves for the situation they're in

- What are their top daily frustrations?

They're sick to the core of being tired all the time as well as living the same life over and over and over again, they just wish something about their life would change and they get stressed over whether they're even on the right path to success and have no clue how to start

- What are they embarrassed about?

Probably complaining about all of the difficulties and issues they are having to face to a friend or their “college bros/girls” about how difficult life is and how hard everything is for them at their job right now.

Having to live their life according to someone else's schedule and not having true and legitimate freedom over themselves, which makes them feel like a literal “slave”

Being jealous of other people's successes and also their lives as they are not as successful as they'd like to be as well as having major anxiety attacks throughout the day feeling left behind or running behind on schedule

- How does dealing with their problems make them feel about themselves?

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- What do other people in their world think about them as a result of these Problems?

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- If they were to describe their problems and frustrations to a friend over dinner, What would they say?

They would talk about how life is extremely repetitive and extremely boring they would talk about how they constantly have to wake up extremely early, see other people working less time being more successful than them, constantly collapsing due to fatigue and sleep deprivation and just pondering over what they can do to become successful and how they always feel behind on schedule

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?

They would want to immediately quit their soul sucking job and be at the beach sipping pina coladas and living the “laptop life” as they describe it where they're working completely from home and online without having to wake up or live their life according to someone else's schedule, they would feel and be 100x more free and finally be awake to sleep and wake up whenever they want to without having to worry about their boss or getting fired or “some job”

They would travel the world live this rich millionaire lifestyle doing whatever they want whenever they want and being able to actually live their life in their control and being able to spend as much as time as they wanted with their family

- Who do they want to impress?

Themselves as well as their family because they want the feeling of actually being able to spend as much as family time as much as possible whenever they want to

- How would they feel about themselves if they were living in their dream state?

They would feel overly accomplished and extremely satisfied with their life and finally “free” being able to live the life they dreamt of and finally had achieved it, they would feel a great strong sense of proudness and pride as well as a huge sense of freedom the feeling of “YES I FINALLY DONE IT I FINALLY ESCAPED”

- What do they secretly desire most?

To leave their soul sucking X amount of hours a week job and be able to travel whenever they want to wherever they want be able to work from home getting other people to get the job for them done as well as be able to work fully online not leaving their home, being able to wake up and sleep whenever they please and buy whatever they please having full control and full access to their life and their life alone

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

They would talk about how they would want to quit this soul sucking slave job and finally be able to work from home, wake up/sleep whenever they please and be able to generate money from the sky without having to do such heavy physical laborious labour, or live the same perpetual 18 hour shifts again and again and again without feeling accomplishment no matter how much they did throughout the day and finally be “FREE”

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

They definitely believe they can get their job done and they're hard working enough, the problems they are facing is time management as well as having huge long lengthy labouring

shifts which drain 99% of their energy so when it comes to working on their online business they are too tired and drained out to do so so they just collapse and fall back asleep

- Who do they blame for their current problems and frustrations?

They blame school institutions as well as themselves as it's their fault they're in this positions and now they're trying to find a way out of it as well as they blame their bosses

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

They've tried to do special morning routines find specific patterns but it never has worked out for them because the motivation and laziness keeps multiplying over time and it's just frustrating for them

- How do they evaluate and decide if a solution is going to work or not?

They see if it is probably working for someone else, as they're also trying to escape

- What figures or brands in the space do they respect and why?

They respect other entrepreneurs or people who are living their desired dream state because it has a sense of relevancy to them and they also want to feel like that and become like that

- What character traits do they value in themselves and others?

They are definitely the "hard working idiot" someone who physically works super hard but has no time to develop actual valuable skill

What kind of people are we talking to?

- What character traits do they despise in themselves and others?

They are afraid if this is actually going to genuinely work they are afraid if they'll ever actually escape, they are doubtful and very mental aikidoed into not doing what they're supposed to be doing

- What trends in the market are they aware of? What do they think about these Trends?

People or gurus, people who they see living this nice rich lazy lifestyle sipping sodas on the beach in monaco on their laptop "getting some work done" they are wondering how this person has achieved it when they are working their asses off and not achieving a fraction of their success