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Market Research Template

Who exactly are we talking to?

People the age around 67, who are about to retire and have no substantial income. They're desperate for money, so they can enjoy their golden years.

Notes:

I've been thinking about the stock market/investing thing for the last couple of years. But, every time I try to find any information bunch of technical stuff was thrown into my face where I would learn nothing. This is the first time I learned at least something. Great video!

Retiring from public service made me realize that I had no means of passive income, and in 35 years, I had only moved around in circles financially. I needed to make investments immediately despite retirement and that led me to look for ways out. I feel very accomplished every time I remember my journey and how I've been able to grow my portfolio to 7 figures, with the help of my broker James Fletcher Brennan. Mind-blowing experience.

I can unequivocally say that trading is one of the most profitable and lucrative businesses for every investor with the right expert.

I started investing when I was 27, mostly through sweat equity. I just turned 32 and this last month was the first time that my passive income broke \$100k for the month. This is solid advice! DO IT!

As an elder millennial, one of the few advantages is having lived through the Great Recession. My advice. Reduce unnecessary expenses, increase your savings by investing in financial markets, and do not sell. One thing I know for sure is that diversifying your income can help insulate you from much of the craziness going on in the world.

When you invest, you're buying a day that you don't have to work. I pray everyone reading this becomes successful.

Money is good but what is even better is to have your money work for you. When it comes to investing, we want our money to grow with the highest rate of return, and the lowest risk possible.

You may never realize how helpful you have been. I needed help and you were there at exactly the right time in the right way. Thank you god will continue to bless you 🙏🙏 ❤️❤️

Investing in alternative income streams that are independent of the government should be the top priority for everyone right now. especially given the global economic crisis we are currently experiencing. Stocks, gold, silver, and virtual currencies are still attractive investments at the moment.

I stumbled across your video and instantly knew this was made for me. I'm going through the same thing with my business but just knowing that I'm not the only one who's experienced this just pushes me to go harder. Continue to put out informational content and share your story, THAT is what separates you from the rest. Much gratitude to Miguel and REALSOURCEINVESTMENT was so helpful during the process of boosting my credit.

What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

Mostly around 67.

- Occupation?

Just retired or are about to.

- Income level?

\$60.000.

- Geographical location?

UK & USA mostly.

Painful Current State

- What are they afraid of?

Lack of money, poverty.

Being too old, not being able to accomplish it.

Being impotent in times of crisis.

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

They're angry about either losing money or not having enough money.

They're angry at the government and the crisis.

They're angry that their money is losing value in real-time while they're not making more.

- What are their top daily frustrations?

They're worried about retiring without a way to keep making money.

Now that they are old, they realize they don't have a way to secure their future after retirement.

They constantly worry about what they will do afterward to not go broke.

They worry about the future, money, and quality of life.

- What are they embarrassed about?

They're embarrassed to retire with no money.

To not know what to do in order to sustain themselves now.

They're embarrassed for not having a way to make money efficiently

and end up broke with no hope.

- 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?

It makes them feel hopeless, not knowing what to do about it.

They're sad that they won't be able to enjoy their life even after working for so long.

Other people normally think of them as losers, since they couldn't make enough, and won't be able to enjoy the fruits of their work.

Others pity them, they're just poor people, who didn't work enough and now there's no hope.

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

"I don't know what to do, I'm out and about to retire, but I don't have enough money. I want to enjoy a peaceful life after all those years of work, but it seems like I'll need to keep working."

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 be retired, with no worries. Enough money coming in for them to enjoy their life. They don't need to work any longer. They feel accomplished, their eyes fill with joy when they see the fruits of their work.

- Who do they want to impress?

Mostly their friends and family, as well as themselves. They don't want

to be seen as losers who couldn't even secure their future.

They want to show them the results of their work and not end up broke.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

Accomplished. Proud of their results, and satisfaction with their lives.

They desire to not work anymore, to be able to retire with no more complications, and for money to not be a problem.

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

"I wish I was making enough money, with the amount I'll receive after retirement I'll never be able to enjoy my life. I might even need to keep working. I just want to retire with a way to keep earning money without disgusting myself too much, I want to enjoy the time I have and travel the world. I wish money was not a worry."

Values and Beliefs

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

They have a huge belief that they're not capable of earning money in general, that it has to be a difficult thing to do.

For them, they will enjoy their lives with the little money they're receiving and this is enough.

They want to enjoy themselves with their family and friends but believe it's too late to do so.

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

Themselves, the government, the crisis, the inflation, the society for obligating them to work their asses off.

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

They've tried many business ideas before, but they all failed.

They've been into stocks and investments, but couldn't make it consistently.

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

They look for the results, statistics, and people who have made it.

"What does this person know that I don't?"

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

Warren Buffet, George Soros, and other famous investors. They respect them because of their experience as well as because of their undeniable results.

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

Motivation, determination, focus, persistence. People who go and get what they want.

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

Laziness, arrogance, know-all, people who think they know everything but end up doing nothing because they're too lazy to do so.

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

They're aware of trends in trading stocks, and how it's "easy money", anybody can do it. They're also aware of the fake "gurus", they know that making money on this market is not easy and require knowledge. They think that all money-making with stock is bullshit, or that is too hard and just a few people can do it.

Fascinations:

1. When you invest, you're buying a day that you'll not need to work.
2. Investing in your retirement is literally BUYING TIME.
3. How to stop working.
4. How to make money online.
5. What 99% of traders do wrong.
6. How a sneaky trading strategy made me \$10k in a month.
7. 5 sneaky tricks to avoid taxes and multiply your income.
8. What wall street brokers know that you don't.
9. 3 habits that every successful trader does before trading.
10. How to do killer tradings and make 10k/mo
11. Secret to making your first thousand dollars in the stock market.
12. Why being a trader is easier than you think.
13. The trading "hack" to make 10k/m.
14. Do you know why 99% of traders fail?
15. When not knowing how to trade can be a good thing.
16. The single step to achieving financial freedom as a trader.
17. Better than Wall Street. Discover the single strategy that can earn you more money than a wall street broker.
18. The truth about the stock market, and why only 1% succeed.
19. The quickest way to make money like the wall street brokers.
20. If you're tired of winning money and then losing it all, then those 5 stock market tips are for you.
21. If you lack money, then you're doing everything wrong.
22. Say NO to a slave life and start making money NOW.
23. Never too late to make money, but time is running out...
24. How to avoid poverty as a post-retired.
25. Making more money than your work: *Retire now!*
26. The truth about making money as a retired.
27. How not to die broke.
28. The single method that made a retiree outperform a wall street broker.
29. 5 must-do steps to start making money NOW!
30. What to do if you don't want to retire broke.
31. It's too late for a retiree to start making money, right?
WRONG!
32. The sneak secret that can make you perform *better than Wallstreet!*
33. If you fear retiring as a broke, do this...
34. The quickest way for a retiree to start making money as a trader.

- 35. Are you afraid that you will DIE broke if you don't start making real money NOW?
- 36. START MAKING MONEY RIGHT NOW, AND RETIRE RICH!
- 37. The truth about trading will ensure you're on the right side of the wave.
- 38. The safest way to make money as a retiree.
- 39. When retiring broke can actually be an advantage.
- 40. Did you know that 37% of retirees are broke? How to avoid being one.

Theme: People who are retiring, or are close to, and don't have enough money, can make money online via trading.

D-I-C

Subject Line: Are you afraid that you will DIE broke if you don't start making real money NOW?

Are you tired of living paycheck to paycheck? Constantly worried about your future... You deserve better than this!

Discover a simple method that outperforms Wall Street brokers.

Break free from financial struggles and seize the opportunity to live the life of your dreams while time is still on your side.

This isn't about following signals, dabbling in options, or investing in some obscure cryptocurrency that you've never heard of.

Instead, it's a legitimate strategy developed by Ted Benna, America's leading expert on retirement savings since 1965, who has helped *thousands* of people just like you.

He reveals how you could collect up to \$6,842 per month, 100% legal...

It shows you the best place to put your money today, as well as how to find new sources of income if you have little to start with.

If you were able to earn twice as much, with half the effort... wouldn't that change your life almost IMMEDIATELY?

Don't delay any further...

[Click here to unlock substantial, tax-free income and embark on a future of abundance!](#)

Remember, time is of the essence. Don't miss out on this opportunity to secure your financial freedom. **Act now!**

P-A-S

Subject Line: Secure Your Retirement: Invest in Your Future Today!

When it comes to securing your retirement, every day matters.

By investing wisely, you're essentially *buying yourself the freedom* to enjoy precious moments without the need to work.

Whether it's quality time with your loved ones or personal relaxation, investing in your future is an investment in time itself.

The reality is, time keeps ticking away, and it's a resource that cannot be reclaimed.

Shockingly, **37%** of American adults are currently facing insufficient savings for retirement.

If you find yourself in this category, it's crucial to take action now and start generating income.

You may be wondering, "*Is it too late to start making money now?*" The answer is a resounding no.

Envision yourself in the future, strolling along the beach 🌊 with warm sand between your toes, sipping a refreshing drink 🍹, completely unconcerned about financial matters.

It's never too late to take control of your financial destiny.

However, knowing what needs to be done is only part of the equation.

To achieve tangible results, you must act promptly.

Time is slipping away, and the window of opportunity is narrowing.

Don't delay any further...

[Click Here to take the first step toward securing your financial freedom.](#)

This decision is the sole barrier between you and the life of your dreams.

Invest in your future today and make every moment count.

H-S-O

Subject Line: From **Broke Retiree** to Making **10k/m (TAX-FREE)**.

He stood on the verge of retirement, with an empty bank account and a taxi ride as his last luxury.

The thought of spending his golden years carefree, exploring the world, seemed like a distant dream. But he refused to let his life slip away.

Desperate, he sold some belongings at a pawn shop, clutching onto a few dollars. Then fate intervened.

A wind-blown flyer caught his eye—an *opportunity to make money online*, exactly the amount he had in his pocket. It felt like a sign.

Determined, he immersed himself in learning for weeks. Yet, his attempts failed, leaving him destitute, with looming rent.

Fast forward a few months later, and there he was, making more money than he ever did before. Rent was no longer a concern. He was living his dream life, unrestricted and full of adventure.

It wasn't too late for others either.

Discover how he transformed his life, step by step, from broke to earning **10k/m—tax-free**. Don't waste another moment—*take action now*.

[Click Here Now to join him on this incredible journey.](#)