

Market Research Module 3 practice

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both man and women

- Approximate Age range?

Middle aged, I would say between 30 and 50

- Occupation?

Working an average job with long hours

- Income level?

Average income, just enough to survive

- Geographical location?

Mostly in the western world where the rat race is the hardest

Painful Current State

- What are they afraid of?

Missing out on important time with family, Being a failure, "falling behind", anxiety of not getting done what they should have done

- What are they angry about?

That they don't have the lifestyle they want. They are angry about their life and all the frustrations from work, not getting enough rest

- Who are they angry at?

They make it look like they're angry at rich people because they have taken action, but they didn't took action and they're actually angry at themselves because of the lifestyle they have.

- What are their top daily frustrations?

They're mostly frustrated about their lives now. They don't get enough rest, not much quality time with their families, stressed about those energy draining jobs, but when they have time with their families they don't have much energy left. They're tired. They're being "trapped" in their jobs.

- What are they embarrassed about?

They have no energy in front of their children. They are embarrassed that they are no good example for their kids. They know deep down inside there is more inside of them than their energy draining job right now making just enough money to survive

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

Feeling depressed, mostly frustrated because they work so hard but get so little actually done, non productive, less confident, stressed about all the work they have to do..

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

Useless a person who doesn't have much energy and still not getting things done when they aren't meeting there deadlines, basically a loser.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
Hey friend, I've been struggling a lot lately. I work so hard but I'm not productive at all, sometimes up to 16 hours a day, still not getting things done while I'm worrying that I also have no time or energy for my kids. I feel like I'm a useless parent, I'm not a good example for my kids...

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 work half the time to get twice as much done, feel energetic when they come home, spend some time with the kids, do some chores to make your wife/husband happy, not stressed about anything work related and work in their free time on their dream life.

- Who do they want to impress?

Mostly their families and their boss. They wanna put themselves out there to show that they actually are a good parent, husband or wife, and show that they're a good employee.

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

They want to feel happy, energetic, they basically want to become their own hero. They wanna do more things in life that they love to do.

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

It's my dream to become a better person, parent, husband/wife. I want to be able to get even more things done in the morning. I don't want to stress about work, buy that car that I want and have more quality time with the family! I wanna make my kids happy and proud and be an example for them, that you actually can become a better person, get out of that energy sucking job away from that jerk boss of mine and live life on my fullest potential!

Values and Beliefs

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

That they're losers who are stuck in their life it's "too hard" to get out of there, "it is what it is"- mentality, they basically believe they're losers.

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

Some themselves, most people will blame it on their jobs, their bosses not take accountability for their own lives.

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

They haven't really tried it; they think there is no way out and they are really stuck in their current job and way of living.

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

Mostly emotional

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

They mostly respect the big names, big millionaires, Tony Robbins, Mark Morgan Ford, basically the big millionaire motivational speakers you often see online living the lives that they want.



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

Family is important, hard workers, in some way they value money, their free time, their kids and the stress that they go through.

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

Being lazy, not being able to do what they want to do.

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

They see a lot of online people who are making a lot of money and living their best life, in some way it's irritating them but they also have the desire to learn from them and live the life they're dreaming of as well.

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

