

Research Template

Target Market

- What kind of person is going to get the most out of this product?
- **A beginner in freelancing marketing**
- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?
- **They just begun their marketing career, they want to attract and keep clients but dont have any strategies or tools for that.**

Avatar

- **Name, age and face.** This makes it much easier for you to
- **Josh is a 24 year old caribbean from jamaica, living in united kingdom**
- imagine them as a real, individual person.
- **Background and mini life history.** You need to understand
- **He grew up in a good family whereby both parents were in his life, he attended zadanks college and is currently studying arts. Before that he tried to learn business but didnt get the right structures to keep him going so he decided to get into arts. He has a talent of making awesome drawings so he thought of giving it a shot.**
- the general context of their life and previous experience.
- **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.
- **Josh gets up around 9am in the morning, agonising and dreading the fact that he has to get to class but what calms him down is the fact that, he will meet his mates**

John carlton freelance course

over there. After college he works a 9-5 at kfc in which at the beginning he hated but as time went on, he begun to like the environment and he took notice of how he is able to influence others to make a decision on getting orders(upselling customers to buy more food)

-
- **Values.** What do they believe is most important? What do they despise?
- **He was brought up in an environment whereby the notion of doing anything else apart from attending university was seen as stupid and such person who didnt go to university was regarded as a failure... he feels that perception is false and outdated but he doesnt want to disappoint and disgrace his parents, hence he goes to university...**
- **He hates and cant stand the fact that there are people his age and a year or two younger who are doing way better than him but arent going to school or doing anything illegal... he wishes to be in that situation**
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?
- **His parents**

Current State

- What is painful or frustrating in the current life of my avatar?
- He is currently begun his marketing journey but has made absolutely 0 after grinding for 7 months straight.
- What annoys them?
- **He knows and feels like he has made the right judgement on embarking on this journey but the fact that he still hasnt made any money is nerve wrecking, since has been**

John carlton freelance course

giving it his all

-
- What do they fear?
- **He fears he would end up wasting his life and his mates will be way ahead of him in life because he isnt making money and his life currently is stuck... he feels like there is no way out**
- What do they lie awake at night worrying about?
- **The fact that he isnt making any money from his marketing is starting to get to him to the point that he is second guessing his decision.. Although he knows he can make it, he doesnt know what else to do since he has literally tried all the strategies he can think of to make a decent buck in his marketing career**
- How do other people perceive them?
- **They view josh as idiot who doesnt know what his going to do with his life... he dropped out of university to chase a silly dream and dont want to associate with him. The respect they had for him back then, has dropped significantly**
- What lack of status do they feel?
- **Respect, love from his parents and friends. He now has the notion/perception that he is a bum and cant attract girls**
- What words do THEY use to describe their pains and frustrations?
- **entrapped , let down, failure, loss of respect**

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- **he wouldnt be having to work a job or go to university, we**

John carlton freelance course

would me making racks upon racks.. He be gaining clients and retaining them... these clients while gladly pay him 20k a month to work and deep down he knows that the work they require him to do will take 5hrs within a week to complete and wouldnt have to work for the rest of the month

- What enjoyable new experiences would they have?
- **Josh will be able to attract females(badies), he will be taking trips to countries very often and wouldnt be bothered with the burden of working for a company like kfc or any other company of that sort**
- How would others perceive them in a positive light?
- **His mates will be looking up to him as a big boss, the level of respect they have for him will be up the roof. His parents will have an enormous respect for him and will love him uncondditionally**
- How would they feel about themselves if they made that change?
- **He will feel like the bread winner of his family since his parents although were able to provide for him, they were actually not good financially. His self esteem will increase exponentially because he was able to achieve something inwhich loads of people doubted he would be able to pull off**
- What words do THEY use to describe their dream outcome?
- **Crazy, level up, better situations, ease and no more worrying about where i would get my next pay check**

Roadblocks

- What is keeping them from living their dream state today?
- **He doesnt have someone who is going to give him critical**

John carlton freelance course

information and strategies to make it.

- What mistakes are they making that are keeping them from getting what they want in life?
- **He watches videos on the net which show out dated methods of making it in the marketing field but has no idea that those aren't going to work**
- What part of the obstacle does the avatar not understand or know about?
- **He has no idea the amount of hardwork and dedication he needs to put in. he has seen loads of videos on youtube which pitch this narrative of anyone being able to make it within 1 month without no stress whatsoever**
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
- **Getting the right information from someone who is well versed in this field, understanding that it will take time, hardwork and discipline to make loads of money in marketing**

Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert

John carlton freelance course

dream outcome>”

- **If josh was able to get a mentor who is going to provide him with the current strategies and tools which are currently working, he would be able get more clients and also retain them. He would be able to earn loads of money and wouldnt have to worry about his old job anymore and will definitely make his parents proud**

Product

- How does the product help the avatar implement the Solution?
- **It gives the correct lessons to any beginner and they wouldnt have to keep searching endlessly for the proper ways/strategies**
- How does the product help the reader increase their chances of success?
- **It has 30 years worth of detailed notes which will drastically help a rookie to a top tier marketer.**
- How does the product help the reader get the result faster?
- **It contains details that will help kick start careers quickly**
- How does the product help the reader get the result with less effort or sacrifice?
- **All the needed information, strategies and tools are compacted and they wouldnt need to go searching through the need, wasting countless hours**
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

John carlton freelance course