

# Market Research Template

Who exactly are we talking to?

## What kind of people are we talking to?

- Men or Women? [Men](#)
- Approximate Age range? [16-30](#)
- Occupation? [Service-based job/manual labor aspiring to be a copywriter or some form of online occupation](#)
- Income level? [20-60k annual income](#)
- Geographical location? [United States](#)

## Painful Current State

- What are they afraid of?
  - [I keep thinking that I won't have enough time for myself after I'm done](#)
  - [Being overwhelmed](#)
- What are they angry about? Who are they angry at?
  - [It's like I just don't care, about anything, especially during pms, I just don't care about my driver's licence, I don't care about learning a new language, I don't care about being a better person, I don't care about getting better at art, but at the same time I want to. Angry at self](#)
- What are their top daily frustrations?
  - [have a hard time saying no to anyone or anything.](#)
  - [I've literally spent 80% of my time lost in YT and blogs diving deeper into multiple productivity frameworks \(routines, second brain, goals setting and tracking, several apps and tools, etc.\).](#)
  - [By looking too much into productivity as a whole topic I feel I obtained the opposite effect as I am feeling kind of stuck into all these multiple techniques that I will never be able to implement in my personal and professional life.](#)
  - [How do I stay productive when overwhelmed?](#)
  - [I cannot bring myself to do anything unless it's last minute and the deadline has serious consequences](#)
  - [I cannot bring myself to do anything throughout the day and then I feel miserable afterwards.](#)
- What are they embarrassed about?
  - [I have enough energy to study from 5pm to 11pm on a good day. But when it gets to around 9pm, I start to think that I won't have enough leisure if I don't stop studying, and overall my brain just refuses to go to later hours because it's not used to it. I'm limiting so much potential by doing this.](#)
  - [Help please, I'm spending upwards of 7+ hours a day on social media, doing jack shit, I uninstall and reinstall the apps the same day. The timer apps do not work. I feel like if I don't have the internal motivation I'll bypass whatever control I'll put on myself. I am neglecting my tasks, and responsibilities, so much so that my lease is up in 2 days and I have yet to answer my LL. My car is in shambles and I have no motivation to get it worked on. All I want to do is wake up, keep lying down in my bed, be on my phone and just scroll random videos. I need help desperately.](#)
- 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?
  - [How do I just stay focused and stop worrying so much? The anxiety was too much for me to handle and I just gave up. But once again, I'm a guy who'll work through things if it's overwhelming. So I was surprised too. Now I feel pathetic that I just gave up like that, and I don't even know what to do anymore. I feel so garbage, and mediocre.](#)
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

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## 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?

- I've given up video games and started my own businesses and consultation services which has been hugely successful financially
- increasingly annoyed I am with my old friends.
- able to manage my time more effectively, improve my focus and attention, and harness my energy towards meaningful and impactful content creation.
- "Breeze through to-do list"
- "Effortlessly" achieve goals

- Who do they want to impress?

- Mostly make themselves proud
- Parents and friends

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

- More time to do other things they love like exercise and hanging out with friends by being more productive in a smaller window.

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

- I not only want to be wealthy but have the mindset and productivity of a wealthy person. I want a big house and a well-off existence by online work.

## Values and Beliefs

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

- They know the right things to do but cannot bring themselves to do it day after day.
- They are unmotivated
- Self-aware
- They are a slave to their habits

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

- old friends
- Blame themselves mostly
- Cannot give themselves a deadline
- Habits
- ADHD

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

- I feel like if I don't have the internal motivation I'll bypass whatever control I'll put on myself.
- Cannot stick to something
- Cannot trust themselves
- No structure

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

- Try it and see if it improves their life and it is easy to continue doing after a day.

- What figures or brands in the space do they respect and why?
  - Alpha brain - ads always show up and reviews are decent
- What character traits do they value in themselves and others?
  - Hard work
  - dedication
  - Keeping promises to self
  - Being proud and confident
- What character traits do they despise in themselves and others?
  - Lazy
  - Unmotivated
  - Tired
  - Zero accomplishment
  - Broke
- What trends in the market are they aware of? What do they think about these trends?
  - Focus supplements - They are not completely closed off to trying a focus supplement but they realize that most of them are completely useless and they would be better off without it. A productivity course would teach productivity not sell it as a drug.

## **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

