

Target Market Research

Painful current situation - UNDERSTAND THIS ON A DEEP LEVEL WHY?

What are they afraid of?

1. Fear of being stuck in a vicious cycle and unable to achieve personal goals.
2. Fear of lack of balance in life and an inability to make changes.
3. Fear of not being able to be themselves and struggling to connect with others.
4. Struggling with changing habits and addressing self-doubt.
5. Feelings of dissatisfaction, loss, and unfulfillment.

Anger - Who or what are they angry about?

- Angry at themselves for the lack of structure and planning ("didn't prioritize myself").
- Angry at a hectic life and difficult-to-schedule work ("Hectic all around, as sales is hard to plan").

Their biggest daily frustrations:

- Frustration about the lack of time for strategy and future planning.
- Frustration about the lack of focus and a tendency to postpone commitments to themselves.

Desired dream state:

A life of purpose, balance, and success, where they have clear goals and control over their future. They want to improve themselves, be self-assured, and take pride in their achievements and the positive impact they have on others.

Who do they want to impress?

They want to impress themselves by achieving their desired goals and becoming the best version of themselves.

What do they secretly desire the most?

1. Desire for personal growth, self-realization, and reaching their full potential.
2. Desire for balance in all aspects of life and making positive changes.
3. Desire for self-assurance and the ability to live purposefully.
4. Desire for fulfillment, happiness, and meaningful connections with others.
5. Desire to change habits and mindset to overcome obstacles.

Some trends in the market they are aware of and their opinions on these trends are also mentioned. They seem to admire figures or brands in the industry that are straightforward, direct, and honest, valuing characteristics like discipline, self-confidence, and assertiveness.

Note: The provided testimonials do not always explicitly answer the research questions, so some answers are based on indirect hints and interpretations of the context.

This sensory language reflects the deep emotions and feelings of insecurity, helplessness, and frustration that your target market experiences in their current situation.