

# Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

mostly men

- Approximate Age range?

middle age

- Occupation?

9-5

- Income level?

barely surviving

- Geographical location?

earth

## Painful Current State

- What are they afraid of?

being stuck inside the rat race and not having enough time to spend with their family

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

they are angry at the system and they are angry because they don't have enough energy and time to do things they want

- What are their top daily frustrations?

lack of time and rushing to catch up with the schedule

- What are they embarrassed about?

being like a zombie 24/7

- 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?

they feel like a slave and other people view them as a zombie

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

they would complain about not having enough time to even sleep 8 hours let alone do something like work out

## 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?

It would look like this: Waking up without an alarm, working and still having time left in the evening for their friends and family

- Who do they want to impress?

They want to impress their friends and family

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

They desire the time freedom and financial freedom the most. They would be full of energy and get so much more done

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

"I can wake up whenever I want, work for a few hours and still have time for my social life. On top of that I have enough money for everything I desire and continue to make more even in my sleep.

## Values and Beliefs

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

They understand that the main problem is that job they hate and it drains them the most

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

They blame their job

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

They did. Because waking up 2 hours before work to workout/start a business/... requires a lot of discipline that they don't have.

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

They try it out

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

They respect the rich guys who managed to escape from the matrix and now have full control over their time.

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

The will to escape and the will to put in effort

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

Laziness

- What trends in the market are they aware of?

Dropshipping and Instagram theme pages.

What do they think about these trends?

They don't like them because the advice is the same and useless



## 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

