

Market Research Template

Who exactly are we talking to? Mark, viewer who is only 32 and recently dated a 20-year-old girl who he hit things off with really well. However, he is an atheist and most people in his small rural town are christian and very religious. Her family thought he was too old and forbade her from seeing him. That started him on a downward spiral to the point that he's so self conscious that his cold approaches are now terrible because he is so worried about what other people think. He is worried about living his life according to the unreasonable expectations of people who don't even know him. He falsely believes that being 32 means he is an old man.

What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? 32-40
- Occupation? 9-5er
- Income level? 0-2000\$
- Geographical location? Westworld

Painful Current State

- What are they afraid of? What others think of him
- What are they angry about? Being wrong
- Who are they angry at? People judging him
- What are their top daily frustrations? Not being able to talk to any girl he likes because of what other people think
- What are they embarrassed about? That one time where her family forbade her from talking to him. He thought he's a good catch
- How does dealing with their problems make them feel about themselves? He feels worried and is too much self conscious
 - What do other people in their world think about them as a result of these problems? He's had the bad luck of coming across that family. He's never getting laid again.
 - If they were to describe their problems and frustrations to a friend over dinner, what would they say? Mark would say: Man, if only I could've been younger. I liked a girl so much but her family forbade her from talking to me on the grounds that I'm too old. Listen to that. I'm not old. Or am I?

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? He'd look younger and feel confident
- Who do they want to impress? Themselves
- How would they feel about themselves if they were living in their dream state? He'd feel powerful and fulfilled
- What do they secretly desire most? To be perceived as a good person by other people
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Mark would say: Man if only I could look younger. Maybe I should believe in God. I want to date who can and I don't want their families to forbid them from seeing me because I'm too old. I'd like to be able to go on dates with countless women without caring what her family thinks of me.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? He's problem is that he's old and atheist and that's why his girlfriend families don't like him
- Who do they blame for their current problems and frustrations? Themselves
- Have they tried to solve the problem before and failed? No
- Why do they think they failed in the past? No
- How do they evaluate and decide if a solution is going to work or not? If he's girls family don't find him attractive they can just stick it up their ass.
- What figures or brands in the space do they respect and why? That girls family ,because he feels they made a good point
- What character traits do they value in themselves and others? Confidence,perfectionism and integral
- What character traits do they despise in themselves and others? Cowardice, mediocrity and looking absurd
- What trends in the market are they aware of? He knows about Corey
- What do they think about these trends? He has enough respect for him to seek his advice.

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

What are your objectives?

Nurture my audience and getting them to go out and talk to woman

Subject Line: Why Being "OLD" Skyrockets Your Dating Life

Families have a very old way of viewing a man.

If they're young, they're unfit for their daughter.

If they're too old, they're... well, too old.

But, why do men in their 30s and 40s find the most success in dating?

Younger guys have older women interested in them.

And older guys are basically sugar daddies.

The secret that all men in their 30s and 40s know is
younger women perceive them as being in their prime.

Imagine yourself as a woman.

Nice tits...

FOCUS!

If you were a woman, you'd have these attributes

- you're defenseless (that 50\$ won't save you from an angry grandma)
- you have a lot of vulnerable areas that can be easily accessible
- you're hot (hopefully)
- your shortcomings are excusable

As a man, you have to understand that all women lack competence.

That's where you come in.

If you're a male in the 30 to 40 intervals

And have good grooming.

You could be ugly as hell.

You'd still find more women interested in you.

So what are you waiting for?

Day game is for young guys.

You don't need game.

You need to be aged.

And you are.

So go out and get it!