

Market Research Template

Conversation Conversations sales page

Marked funnels is the project

What kind of people are we talking to?

- Men or Women? Mostly men because they want money, fame and power.
- Approximate Age range? 16-30yo
- Occupation? Economist
- Income level? Average-1000-2000 their currency
- Geographical location? Europe,

Painful Current State

- What are they afraid of? Living the same boring life in this company forever
- What are they angry about? Who are they angry at? they are angry about not making enough money, not being good enough to make more money. They are angry at themselves
- What are their top daily frustrations? hearing the same information every day but not the "special sauce" in this field
- What are they embarrassed about? They are embarrassed about themselves right now, because they are not the powerful being they want to be
- How does dealing with their problems make them feel about themselves? They feel anxious about it. They cannot really start doing something progressive
- What do other people in their world think about them as a result of these problems? The problems are so large that people think that they are never going to be successful in any activity in life at all
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? The friend would help him/her and tell him/her an advice

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? they would be in an enormous house with their partner, at least 2 kids, making them learn about everything they know about life
- Who do they want to impress? The future partner, their kids, and everyone around them
- How would they feel about themselves if they were living in their dream state? they would feel proud of the hard work, the effort they put in to be in that place
- What do they secretly desire most? to be so independent on money that they do not care about the prices in every shop they visit
- If they were to describe their dreams and desires to a friend over dinner, what would they say? the friends will just laugh at it and will ask if he is crazy

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? the truth is that they have the potential to do the things they want to, but they are too lazy and brain damaged from social media

- Who do they blame for their current problems and frustrations? Mostly themselves but they see that their environment is making them like that- their friends and family are not the best in this field "money"
- Have they tried to solve the problem before and failed? They have tried to solve the problem by themselves but failed because they need mentorship from someone who has done it. Why do they think they failed in the past? Inconsistency, not studying the right things
- How do they evaluate and decide if a solution is going to work or not? if the first try fails then they quit for 3 months after that they are motivated again to fail but their motivation is not enough to be successful
- What figures or brands in the space do they respect and why? The richest real estate agents that know everything about money
- What character traits do they value in themselves and others? in their character they like working hard- in others they like saying the truth



- What character traits do they despise in themselves and others? In themselves- laziness, in others not being completely honest
- What trends in the market are they aware of? They are aware of every new working business model. What do they think about these trends? They are a nice way to earn money if you know what you are doing