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Market Research Template

Who exactly are we talking to?

People the age around 67, who are about to retire and have no substantial income. They're desperate for money, so they can enjoy their golden years.

What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

Mostly around 67.

- Occupation?

Just retired or are about to.

- Income level?

\$60.000.

- Geographical location?

UK & USA mostly.

Painful Current State

- What are they afraid of?

Lack of money, poverty.

Being too old, not being able to accomplish it.

Being impotent in times of crisis.

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

They're angry about either losing money or not having enough money.

They're angry at the government and the crisis.

They're angry that their money is losing value in real-time while they're not making more.

- What are their top daily frustrations?

They're worried about retiring without a way to keep making money.

Now that they are old, they realize they don't have a way to secure their future after retirement.

They constantly worry about what they will do afterward to not go broke.

They worry about the future, money, and quality of life.

- What are they embarrassed about?

They're embarrassed to retire with no money.

To not know what to do to sustain themselves now.

They're embarrassed for not having a way to make money efficiently and end up broke with no hope.

- 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?

It makes them feel hopeless, not knowing what to do about it.

They're sad that they won't be able to enjoy their life even after working for so long.

Other people normally think of them as losers, since they couldn't make enough, and won't be able to enjoy the fruits of their work.

Others pity them, they're just poor people, who didn't work enough and now there's no hope.

- If they were to describe their problems and frustrations to a

friend over dinner, what would they say?

"I don't know what to do, I'm out and about to retire, but I don't have enough money. I want to enjoy a peaceful life after all those years of work, but it seems like I'll need to keep working."

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 retired, with no worries. Enough money coming in for them to enjoy their life. They don't need to work any longer. They feel accomplished, their eyes fill with joy when they see the fruits of their work.

- Who do they want to impress?

Mostly their friends and family, as well as themselves. They don't want to be seen as losers who couldn't even secure their future.

They want to show them the results of their work and not end up broke.

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

Accomplished. Proud of their results, and satisfaction with their lives.

They desire to not work anymore, to be able to retire with no more complications, and for money to not be a problem.

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

"I wish I was making enough money, with the amount I'll receive after retirement I'll never be able to enjoy my life. I might even need to keep working. I just want to retire with a way to keep earning money without disgusting myself too much, I want to enjoy the time I have and travel the world. I wish money was not a worry."

Values and Beliefs

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

They have a huge belief that they're not capable of earning money in general, that it has to be a difficult thing to do.

For them, they will enjoy their lives with the little money they're receiving and this is enough.

They want to enjoy themselves with their family and friends but believe it's too late to do so.

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

Themselves, the government, the crisis, the inflation, the society for obligating them to work their asses off.

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

They've tried many business ideas before, but they all failed.

They've been into stocks and investments, but couldn't make it consistently.

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

They look for the results, statistics, and people who have made it.

"What does this person know that I don't?"

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

Warren Buffet, George Soros, and other famous investors. They respect them because of their experience as well as because of their undeniable results.

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

Motivation, determination, focus, persistence. People who go and get what they want.

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

Laziness, arrogance, know-all, people who think they know everything but end up doing nothing because they're too lazy to do so.

- What trends in the market are they aware of? What do they think about these trends?

They're aware of trends in trading stocks, and how it's "easy money", anybody can do it. They're also aware of the fake "gurus", they know that making money on this market is not easy and require knowledge. They think that all money-making with stock is bullshit, or that is too hard and just a few people can do it.

Fascinations:

1. When you invest, you're buying a day that you'll not need to work.
2. Investing in your retirement is BUYING TIME.
3. How to stop working.
4. How to make money online.
5. What 99% of traders do wrong.
6. How a sneaky trading strategy made me \$10k in a month.
7. 5 sneaky tricks to avoid taxes and multiply your income.
8. What wall street brokers know that you don't?
9. 3 habits that every successful trader does before trading.
10. How to do killer tradings and make 10k/mo
11. Secret to making your first thousand dollars in the stock market.
12. Why being a trader is easier than you think.
13. The trading "hack" to make 10k/m.
14. Do you know why 99% of traders fail?
15. When not knowing how to trade can be a good thing.
16. The single step to achieving financial freedom as a trader.
17. Better than Wall Street. Discover the single strategy that can earn you more money than a wall street broker.
18. The truth about the stock market, and why only 1% succeed.
19. The quickest way to make more money than wall street brokers.
20. If you're tired of winning money and then losing it all, then those 5 stock market tips are for you.
21. If you lack money, then you're doing everything wrong.
22. Say NO to a slave life and start making money NOW.
23. Never too late to make money, but time is running out...
24. How to avoid poverty as a post-retired.

25. Making more money than your work: *Retire now!*
26. The truth about making money as a retired.
27. How not to die broke.
28. The single method that made a retiree outperform a wall street broker.
29. 5 must-do steps to start making money NOW!
30. What to do if you don't want to retire broke.
31. It's too late for a retiree to start making money, right? WRONG!
32. The sneak secret that can make you perform *better than Wallstreet!*
33. If you fear retiring as a broke, do this...
34. The quickest way for a retiree to start making money as a trader.
35. Are you afraid that you will DIE broke if you don't start making real money NOW?
36. START MAKING MONEY RIGHT NOW, AND RETIRE RICH!
37. The truth about trading will ensure you're on the right side of the wave.
38. The safest way to make money as a retiree.
39. When retiring broke can be an advantage.
40. Did you know that 37% of retirees are broke? How to avoid being one.

“Are you afraid of **dying broke** if
you don’t start making
\$159.32/hour right NOW?”

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