

RESEARCH TEMPLATE (***DON'T LOSE FOCUS***)

TARGET MARKET

- What kind of person will get the most out of this product? Men who are thinking about joining the military/needing motivation to join the military, OR we have those who have been in the military that sees the product and appeals to the message the client puts out surrounding his brand (KEEP in mind that there will be an outside market for customers who just see the product walking buy and want to purchase out of the sake of convenience and a good deal.)
- The best and current customers seem to fit the same prospect, most being around 20-40 years of age consisting of customers holding up clothing they have purchased with a smile on their faces, so we see a certain fashion appeal mixed with a motivational under glow that promotes the product to solve a problem. (LACK of motivation.)
- What can be painful/frustrating to our target audience? Let's assume we have individuals who want to be better in general toward their life goals, they want to be motivated to achieve whatever goals they have that may be out of reach because of a specific roadblock.
- These people may be lazy, unethical, depressed, or in general, just need a push to get going in life.
- The DREAM states these customers want to achieve can be seen by taking the product and turning it into a reality. "don't lose focus" is an excellent grabber because that is something lots of people have a hard time doing. Focusing, putting in the WORK. We want to make these people feel like our product can motivate them to be better individuals both mentally and physically.
- The status of our customers is very important to think about in terms of our product because when people buy into our "message" of mental focus, we can try and perhaps find ways to help people maintain our message by buying our products.
- **So, for example, if someone buys a shirt and gives us their email address, I would send that person emails and updates not only regarding our products to try and get them to return but also adding in a bit of motivation and perhaps even throwing in some military ideals both I and you know about that can provide some insight on healthy habits and ways to built discipline. (Ex: MAKE YOUR BED.) followed by what it does to benefit them. Find ways to add benefits and tips to make the customer feel like if they check these emails not only will they have the chance to get deals and discounts on in-store/website products, but they will also see the extra input which will make them feel like they need to do it.**
- **We want our customers at the end of the day, to feel MORE MOTIVATED. And the best way to get them to come back and buy products**

is to immerse them in motivational skills as a result of the first purchase. They buy one thing, they allow us to send emails regarding day-to-day motivation which if used properly, will most definitely cause them to come back to gain more insight. Another recommendation I would give you would be a short motivational course constructed by yourself which can also make you and your product stand out to those who need motivation. A sort of “after-purchase anecdote” you can throw into everyone’s bags after they buy a product. If you decide to take this even further, I recommend a separate motivational course listing things you did in the Army and how they helped you as a person to become more motivated, etc. Upon purchase of a product, they will then be directed to a course that would go along with what the product is supposed to enhance. Having this content on social media such as youtube and Instagram will boost views and have customers seeing more of the motivational aspect and not just the product, hence improving sales. For start, I can manage your opt-ins, or the people who type in their info on your website as a result of taking a lot at your products. This list is very important, and I will write out daily emails with headlines that grab the attention of our target market and draw them back into buying a product.

THINGS THAT ENHANCE CURIOSITY

- Specificity. It needs to feel real in their mind. The more specific details you can share without giving away the answer the better.
- Not statements. The reader is going to have a best guess as to what the “answer” is if you tell them what it ISN’T. Their mind will go crazy trying to figure it out.
- Borrowed status/Mystery - Secrets, Illuminati, Elon Musk, ancient knowledge. Humans gravitate to the secret and high status.
- Unexplainable. If the reader can’t quite figure out how something has happened (only if they think it's real) they will have to try and figure it out.
- Ex: (STOP OVERTHINKING - the true KEY to motivation is just beyond YOUR reach, it’s up to YOU to put it in place.)
- **Fascination formulas – step by step; a numbered set of steps that will guarantee the goal.**
- **“WARNING” – start with a caution to cause the reader’s attention to be focused on the copy.**
- **“Are you?” – generalizing something the target market may think of when regarding the product and comparing it to yours. Ex: (Are you doing ... Are you afraid ... mixed in with an “IF” to make your product appeal.)**

- **“BECOME MORE MOTIVATED THAN 99% OF YOUR PEERS WITH THIS...”**
- **“Are YOU making your bed every morning? The odds are ... probably not. Follow these motivational steps to become a NEW you.”**
- **“Listening to these set of steps can make you more MOTIVATED than EVER before.”**
- **“WARNING – The reason WHY you have no motivation... is because you haven’t taken these steps...”**
- **its TIME ... TIME TO REAVLUTE YOURSELF, AND YOUR MOTIVATION TO GET SH*T DONE.**