

Customer

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?

18 and above

- Occupation?

They go to school and don't want to have a regular job or stay in their regular job.

Painful Current State

- What are they afraid of?

Making huge losses on crypto because they don't know to make profitable trades.

Spending money on courses that in the end don't provide the value and/or get them the results they thought they would get.

They see a trend in the market and have FOMO, so they buy in at the top and lose almost all their investments.

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

They're angry that they invested/traded before and didn't make a profit or lost everything.

They're angry that they bought into false hype on the internet because they didn't have the required trading knowledge to participate in them.

- What are their top daily frustrations?

Not making money from trading, losing trades daily.

I used to be erratic and greedy.

- What are they embarrassed about?

They are embarrassed they thought they could just get into trading and make money and then lost almost anything because of their lack of knowledge.

- 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 would likely respect him because he was struggling and then overcame his struggles to become a profitable trader, he would be respected as a man because he was disciplined to reach his goals

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

"I got into crypto and lost almost everything. I didn't know to follow a trend on social media and got scammed. I am ashamed of my ignorance and need to know what I'm doing in trading. I have no idea how to really trade and am only losing my money."

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 able to quit their day-to-day job and become a profitable trader.

They know exactly what to do when they are trading because they have the right tools and knowledge to do so.

They can reach their daily goals to earn money with ease

They can find high-probability entry setups and make money trading altcoins.

They understand trading patterns and set-ups and trading strategies.

They can control their emotions while trading.

They want to feel more confident in trading.

- Who do they want to impress?

Their family, friends loved ones, they want to show that they are good at what they do, provide for them and recover from their previous losses.

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

They would feel great and fulfilled after finally reaching the goals they had and have become a profitable crypto trader.

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

Values and Beliefs

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

They understand they do not have the right knowledge to start trading as a job, they think it's easy but constantly make losses.

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

They blame the market and false hype/influencers because they said it's a great altcoin but they do not understand it's just a scam.

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

Not everyone, they tried to figure it all out themselves or bought a course that most of the

time didn't work.

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

They look at other success stories, they are very cautious of what they spend money on because almost everything is a scam nowadays.

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

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

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

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