

Research Template

“This scientifically-balanced focus pill is the closest thing to inspiration in a bottle”

Target Market

- What kind of person is going to get the most out of this product?
People who struggle with focusing and creativity
- Who are the best current customers, with the highest LTV?
People working job with deadlines and they are unable to complete because lack of focus, creativity, and/or motivation
- What attributes do they have in common?
Lack of motivation, memory and focus

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
Phil, 34 and he works in an office
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
When he was young he grew up in a strict household and was always told to go to college, in college he studied accounting. He is single with one kid.
- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.
He gets himself and his kid ready for the day then he drops his kid off at school and goes to work. After that he comes home takes care of his kid and spends the rest of his day relaxing
- **Values.** What do they believe is most important? What do they despise?
He believes a lot in family and providing for his kid, he doesn't like being strict though due to how he was raised
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

He feels heavily influenced by his parents and his boss while at work.

Current State

- What is painful or frustrating in the current life of my avatar?

He is struggling to focus at work and provide quality results

piling too much onto people makes them unproductive, unmotivated and stressed.

- What annoys them?

He can't seem to become motivated to do what he knows he needs to do

- What do they fear?

Not being able to provide for his kid

- What do they lie awake at night worrying about?

Whether or not if he'll get fired due to the recent decrease in his performance

- How do other people perceive them?

As someone with low status and doesn't have much control of his life

- What lack of status do they feel?

He feels he isn't respected by other people

- What words do THEY use to describe their pains and frustrations?

I worry about asking my associates to do too much.

This has been incredibly frustrating as I've been trying to push myself to be more unique with my work, and it feels like I shut down as soon as I sit down to try it. This is indescribably annoying because I have an urge to create something new, but as soon as I start my brain goes static.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

They would enjoy work again and be focused and motivated on tasks

throughout the day

- What enjoyable new experiences would they have?

better knowledge of why I feel the way I do on a daily basis and was able to organize my thoughts and feelings better.

- How would others perceive them in a positive light?

He would be perceived as someone who is focused on their life and goals

- How would they feel about themselves if they made that change?

He would feel a lot more confident and in control of his life

- What words do THEY use to describe their dream outcome?

Roadblocks

- What is keeping them from living their dream state today?

Procrastinations and lack of clarity

- What mistakes are they making that are keeping them from getting what they want in life?

doing the same thing over and over and not making perceptible results.

- What part of the obstacle does the avatar not understand or know about?

someone higher up the food chain making commitments based on business expediency without bothering to get a realistic commitment from the people actually doing the work that it is in fact possible.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Avoiding burnout and being able to quickly recover from it

Solution

- What does the avatar need to do to overcome the key roadblock?

letting go of fears I don't actually have, focusing on what I can control, and being present.

sometimes you need to do the thing to be motivated by it, rather than waiting to be motivated to do the thing

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If they focus on doing daily tasks, then they will be able to enjoy work again and be focused and motivated on tasks throughout the day

Product

- How does the product help the avatar implement the Solution?

by creating the right mental conditions for focus, memory, and motivation, you can promote the kind of creativity that many people are lacking.

- How does the product help the reader increase their chances of success?

It gives them increased focus and inspiration to complete their daily tasks

- How does the product help the reader get the result faster?

support the production of dopamine, so you can stay motivated for longer.

They were blown away by the way it made them feel — after only 30-40 minutes for some people.

- How does the product help the reader get the result with less effort or sacrifice?

You only need 5 capsules a day, 5 days a week. For these increased results

- What makes the product fun?

It is easy to take and is quick to feel results

- What does your target market like about related products?

Has helped tremendously with concentration & memory.

more clarity in daily thought

- What does your target market hate about related products?

it has done absolutely nothing for me, not seeing results

The side effects were so bad that after one week I discontinued using this product.

have abused alcohol consumption or if you smoke weed this made me go to the ER and be put on lorazepam due to the horrible horrible anxiety it caused me it was spiraling me into psychosis wish I could have said it works but nope it was horrible I was paranoid my brain was tingling I did not sleep for 3 days I was starting to see my shadow moving without me moving as soon as I stopped consuming by the next day I was fine

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