

Research Template

Target Market

- What kind of person is going to get the most out of this product?

Everyone who wants to earn money and learn a new skill. The age should be around 13-40. After that age there is still scope but the market is very limited.

- Who are the best current customers, with the highest LTV?

The best LTV customers are between 18-24. This age is the ripe enough age for them to care strongly about their financial position and its freedom.

- What attributes do they have in common?

They all wanna make a good amount of money using this skill. They don't wanna go to their old boss again for their financial needs, they want financial independence.

Avatar

- **Name, age and face.** Vivek, 21, big glasses with the face of an Indian with a nice beard.
- **Background and mini life history.** Came to Canada with a dream of becoming rich. But understanding with the experience of jobs and hard work. That they are just not gonna make him rich. You have to have something else in your life that can generate income passively or a huge amount with smart works. Understanding this at the right time made him want to learn a new skill and a side hustle. Copywriting is what he decided on.
- **Day-in-the-life.** He tries to change his lifestyle by thinking about various activities he would do, he tries to look for the copywriting course and finds nothing. Then he again goes to those cheap dopamine high videos on youtube and instagram that will just make you think and not take action all day. Going out with friends and watching unwanted content makes his day go by or else he do a job for 4 days which he doesn't like and again complains about how he really wanna do something good in his life, but doesn't do it in the end.
- **Values.** He believes in becoming the best version of himself- Rich, successful, healthy ETC like most youngsters today.

- He despises being in the same place he already is. Watching people in their 30s and 40s working the minimum paid jobs and hating it, watching adults trying to climb the ladder by kissing their superiors asses. He doesn't want to be like them.
- **Outside forces.** Social media influences him too much. He gets swayed easily by others' opinions and scrolling through that junk and consuming motivational videos makes him lazy and a dreamer.
- His friends are also like him they also talk and think but never act. Which in some way makes him more not a action guy as well. If all of his friends and brothers start taking action then he will too do the same.

Current State

- What is painful or frustrating in the current life of my avatar?
- Working a job he doesn't like, scrolling through social media without realizing it aka addiction, not able to get up no matter how much he tries.
- What annoys them?
- Not able to take action for positive thoughts and dreams, or whenever tries to he doesn't find the right material mentor to work with and gives up easily.
- What do they fear?
- Fear of not paying their bills on time, fear of dying broke, fear of not being able to fulfill his dream.
- What do they lie awake at night worrying about?
- In the night he thinks about how he really wants to be a rich guy, full of money, he thinks about ideas to go that path, none comes, then he becomes more worried about his poor life.
- How do other people perceive them?
- Other people think of him as a normal guy not special in any way possible or desirable.
- What lack of status do they feel?
- Class, he's a middle class person who wants to be in the upper echelon.
- What words do THEY use to describe their pains and frustrations?
- Financially illiterate, unskilled, poor

Dream State

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

A life where they have a stable income without going to their

shitty job. They will be able to get financially free.

- What enjoyable new experiences would they have?

They will be able to spend their money on the things they always wanted to buy but couldn't because of the lack of money.

They could buy their sports car, they could buy gucci, Louis Vuitton products which they couldn't before.

- How would others perceive them in a positive light?

Everybody will respect them and wants to be friends with them because you have money now. Money can't buy love but it can buy friends relations and people.

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

They will feel really fucking awesome, relaxed, happy and full of energy to do more.

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

Rich, successful, happy, energetic, motivated.

Roadblocks

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

They all wanna make a lot of money but they don't know how they can make it, they don't understand money fully yet. They don't wanna take big risks with the money they have, they want a simple solution that can make them rich without investment.

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

Easily giving up on things they start and backing away from risk with money,

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

That it takes time and hard work for anything big to happen and a little risk is a good thing

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

They just need easy to learn skill with easy language to understand and that can help them make a lot of money.

Solution

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

He needs to do hardwork and a tiny investment in learning a skill that will make him money

- “If they learn copywriting, then they will be able to make money”

Product

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

Follow the steps in the programme and work hard. Take notes, try the exercise. Do the work and it will pay off

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

This product will give you a community. Your peers who are walking the same path as you some walked pretty far and many are starting. You won't be alone which is the reason for many people to quit. It can be hard to figure out if you're getting better. But investing in folks that can advise and foster your success makes it a much faster journey to financial success. So one thing that, imo, will be very valuable for you and anyone starting on this journey is trying to see past the superficial skin of salesy language and understand the principles behind it. We will help you in all of that

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

Mentorship provides an avenue for you to get first-hand knowledge from someone who has been in that field, and it also saves you from the hassle of trying to learn from the scratch alone.

More so, you also get access to a network of professionals in the field you desire to be.

Having a copywriting coach has opened me to many opportunities, and saved me from making avoidable mistakes.

- How does the product help the reader get the result with less effort or sacrifice?
- - Clear steps to take
- - Helpful checklists to follow
- - Short and simple examples to read
- - Engaging writing which doesn't dwell on the details
- What makes the product fun?

You will interact with other people who are on the same mission as you. Which i think will make you feel comfortable and motivate you and give you somebody with whom can share your work.

Our teachers are quite the story teller.

- What does your target market like about related products?

process of writing copy, breaking down complex concepts and terms to make them easy to understand, even for those new to the field of copywriting. , including email writing, e-newsletters, website copy, funnels, and more

- What does your target market hate about related products?

Content was lacking details. Wanted more in depth explanations. That's missing!

incredibly outdated

Sales copy- Selling a copywriting freelancing course

changing the way I write and also think about copy for my business and the proof will be in the bank balance...