

Market Research Template

Who exactly are we talking to?

- business owners

What kind of people are we talking to?

- Men or Women? Men ? higher % of men in testimonies
- Approximate Age range? 18+ ? but on testimonies cannot see anyone over 50 ish
- Occupation? Entrepreneur /business owner
- Income level? Less than 7 figures
- Geographical location?

Painful Current State

- What are they afraid of? Their funnel “sucking” not with current trend
- What are they angry about? Not enough sales ?
- What are their top daily frustrations? Not enough sales /converts
- What are they embarrassed about? Not succeeding,being left behind with old funnels,amazon stealing customers.
- 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? Feel negative about themselves, others probability dont care as us humans tend to be selfish,stuck in our own little world with our own problems
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - “I’m not getting enough sales thought my funnels , and it seems like amazon might put me out of business “
 - “Ive found out that i need more items on my store”
 - “I need a high ticket product”
 - “Are my funnels out of date ?”
 - “

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? **Customer buys product ,make them lots of money ,nothing to worry about then**
- Who do they want to impress?
**if its a business owner ,would it be their wife ?
their selfs ?
children?
someone they care for or lust after ?
Customers to buy product**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **Money ,sales , conversion rate maybe ,ego ?**
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
**"Cant wait to gain traction with his product ,just implemented a new funnel"
The click to sell rates are great
Im making thousands/millions with this**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
**Their funnel sucks
Their conversion could increase**
- Who do they blame for their current problems and frustrations?
Themselves , their "team"
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
No 1 ,they clicked on this page so somthings wrong or their unhappy about.
- How do they evaluate and decide if a solution is going to work or not?
Testimonies /social proof ?
- What figures or brands in the space do they respect and why?
Unknown
- What character traits do they value in themselves and others?
**Successful like the ad
Proven to work (39 photo zoom calls)
Dont give up "ive been burnt and run thought"
Happy ? (smiles in all photo)**
- What character traits do they despise in themselves and others?
Lazy ,not enough products ,cta
- What trends in the market are they aware of? What do they think about these trends?
**Their not following the Current M.A.R.K.E.D funnel method?= its opens curiosity and insight
Their funnel isnt properly set up to Monetize properly?
Automation funnels being the trend**

Places To Look For Answers:

1. Your client's existing customers and testimonials

243 out of 256 5/5 stars , the negative reviews are summed up to people feeling ignored in the program BUT the company is brilliant showing photo "evidence" of group chats and reply with this

"Based on these things we do the only clients that are "ever forgotten" are the ones who don't respond to us or ignore us.

Essentially this client ignored us and then became upset when they found out they were removed from our portal which we clarify at the beginning/end of the program as well as our sales call and agreement"

Words used like

- Game changing, Results in 2 months
- small investment , triple your income, already at 70k months

[LINK TO REVIEW PAGE](#)

2. Your client's competitors customers and testimonials

3. Talking with anyone you personally know who matches the target market

4. People oversharing their thoughts and feelings online

a. Youtube

i. Comments

ii. "My journey" type videos

b. Twitter

c. Facebook

d. Reddit

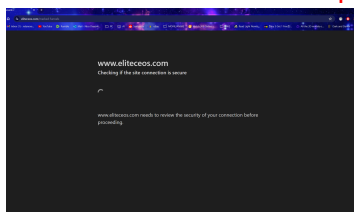
e. Other Forums

f. Amazon.com Reviews

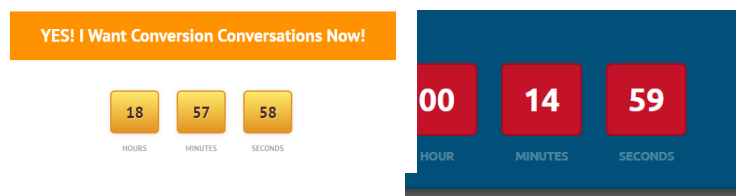
g. Yelp and Google Business/Maps Review

Side notes

* website is slow to load up



Cta has 2 FOMO but the times are different ?



Issue here

Credit Card Information

Credit Card

Credit Card Number:

Card number

MM / YY CVC

Item	Price
<input type="radio"/> Elite CEO5 Conversion Conversations BLACK FRIDAY SPECIAL	\$7

Also didnt show it had paypal unless clicked on the UNKNOWN sub payment
Also what about apple pay ? or other payment methods?

Red usually signals danger right ?

☒ By checking this box you are agreeing to our Terms & Conditions

Yes grabs attention but might be best to use same blue as border ?