

Market Research Template

Yoga & meditation niche

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? **Women**
- Approximate Age range? **15-50**
- Occupation? **Varied**
- Income level? **Varied**
- Geographical location? **Worldwide**

Painful Current State

- What are they afraid of? *They find it hard to get back into training because of the constant pain, soreness, and discomfort. They fear that the pain will persist and worsen if they continue, making it difficult to find the motivation to start again.*
- What are they angry about? Who are they angry at? *They are angry at themselves. They beat themselves down before they even start because they feel they should have pushed through the pain. They beat themselves up for quitting, believing they lacked the willpower and discipline to keep going*
- What are their top daily frustrations? *Their top daily frustrations include waking up feeling stiff and sore, struggling to perform everyday tasks due to pain, and witnessing their fitness and health decline. Additionally, they become frustrated with their own perceived weakness and inability to overcome these obstacles.*
- What are they embarrassed about? *They are embarrassed about their inability to maintain their fitness routine and their perceived lack of progress. They may feel ashamed when friends or family inquire about their fitness goals, as they struggle to explain why they can't stick with it.*
- How does dealing with their problems make them feel about themselves? *Dealing with these problems makes them feel demoralized and self-critical. They perceive themselves as failures, lacking the necessary dedication and resilience to overcome the pain and discomfort associated with their training.*
- What do other people in their world think about them as a result of these problems? *Others might view them as inconsistent or lazy, not understanding the internal battles they face. Some may even pass judgment or offer unsolicited advice, which can contribute to their feelings of embarrassment and frustration.*
- If they were to describe their problems and frustrations to a friend over dinner, what would they

say? *They might express their struggles with chronic pain, the difficulty of adhering to a fitness routine, and their disappointment in themselves for quitting in the past. They may confide in their friend about the fear and frustration they experience, seeking understanding and support to help them overcome these obstacles and regain control over their health and fitness.*

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, it would look like a state of optimal physical health and well-being. *They would feel strong, energetic, and free from the physical pain and discomfort that has been holding them back. Their dream state would also include a sense of mental and emotional resilience, where they can tackle challenges with confidence and determination.*
- Who do they want to impress? *They primarily want to impress themselves. In their dream state, they aim to achieve personal goals and milestones that they've set for themselves. Their desire for improvement comes from a deep sense of self-motivation and self-worth.*
- How would they feel about themselves if they were living in their dream state? *They would feel immensely proud of themselves for overcoming physical obstacles and achieving their fitness and health goals. Living in their dream state would boost their self-esteem and self-confidence. They would see themselves as capable, disciplined, and resilient individuals.*
- What do they secretly desire most? *Their secret desire is to prove to themselves that they can conquer physical challenges, maintain a consistent training routine, and reach their fitness aspirations. They long for a sense of accomplishment and fulfillment that comes from achieving these goals.*
- If they were to describe their dreams and desires to a friend over dinner, they might say that they envision a life where they are in peak physical condition, full of energy, and free from the limitations of pain and discomfort. *They would express their desire to impress themselves by achieving their fitness goals and how much it means to them to feel proud of their physical accomplishments. They might also talk about the sense of personal fulfillment and confidence that would come with living in their dream state.*

Values and Beliefs

- *What do they currently believe is true about themselves and the problems they face?*
 - Individuals may hold various beliefs about their own capabilities and the nature of the challenges they encounter. Some may have confidence in their abilities to overcome obstacles, while others might doubt themselves and their problem-solving skills.
- *Who do they blame for their current problems and frustrations?*
 - Attribution of blame for current issues can vary widely. People may attribute their problems to external factors like economic conditions, societal systems, or specific individuals or organizations. Some might also introspect and acknowledge their own contributions to their problems.
- *Have they tried to solve the problem before and failed? Why do they think they failed in the past?*
 - Many individuals attempt to address their problems before seeking new solutions. Past failures might lead to self-doubt or a revised approach. Failure in the past could be due to factors such as insufficient resources, lack of knowledge, or unforeseen circumstances.
- *How do they evaluate and decide if a solution is going to work or not?*
 - Individuals often evaluate potential solutions based on their past experiences, advice from trusted sources, or available data. They may consider factors like feasibility, cost-effectiveness, and alignment with their values and goals when assessing the potential success of a solution.
- *What figures or brands in the space do they respect and why?*
 - People typically hold respect for figures or brands that align with their values or have achieved success in areas they admire. These individuals or entities may serve as role models or sources of inspiration due to their accomplishments or shared values.
- *What character traits do they value in themselves and others?*
 - Valued character traits can include honesty, integrity, resilience, empathy, creativity, and adaptability. These traits are often considered important in both themselves and others because they contribute to personal growth and positive relationships.
- *What character traits do they despise in themselves and others?*
 - Negative character traits that people may despise in themselves and others can include dishonesty, selfishness, arrogance, close-mindedness, and cruelty. These traits are generally disliked because they can hinder personal development and harm relationships.
- *What trends in the market are they aware of? What do they think about these trends?*
 - Awareness of market trends can vary among individuals or businesses. Some closely monitor trends to stay competitive, while others may not be as informed. Opinions on trends can also differ, with some seeing them as opportunities for growth and others as potential threats to their current situation.