

Market Research Template

Who exactly are we talking to?

Individuals who are looking forward for developing their freelancing course and individuals who are interested in learning a skill that they hope is gonna help them make money. In addition to small business owners

What kind of people are we talking to?

- Men or Women?

Both men and women.

- Approximate Age range?

No specific age

- Occupation?

Beginner freelancers, and students

- Income level?

Low tickets to mid tickets

- Geographical location?

Any place where wifi exists

Avatar

- Name, age and face:

Ali Omari 19 years old, beige skinned and has a long wavy brown hair with no beard

- Background and mini life history.

- Ali grew up on the streets of casablanca in Morocco. He is a college student on ain sabaa university. He is still under his parents responsibility but he is looking forward to start making his own money so he feels independent

Painful Current State

- What are they afraid of?

Being a salaried. Not affording what they wish in the future (being broke).

Learning the wrong thing

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

Being scammed

- What are their top daily frustrations?

Low motivation, Stress and anxiety

- What are they embarrassed about?

Being broke

Not getting what their rich friends have

The level of their knowledge

- How does dealing with their problems make them feel about themselves?

Stress and giving up on their selfs

Following the same routine over and over again

- What do other people in their world think about them as a result of these problems?

Pathetic since they have no life to live

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

Life is getting worse every day. I still do not know what to do. School is only made to make you a robot and I really would want to change this routine. Learn something that gonna help me changing my life to the best

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?

Restful life with friends who support him. And make his parents proud of him

- Who do they want to impress?

His family and friends

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

To be stronger mentally and physically

Kill laziness on his mind

Stay away of bad people

Make enough money to retire his parents

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

If only i have the power to get what I want, My life would be so much funnier and easier. I would want to impress everybody and specially those who mocked me

Values and Beliefs

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

That his addiction to phone and the way he lose his time on stupid things is the main reason

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

Himself

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

He tried many times to organize his time and learn something new that is gonna benefits him but he never respected what he planned to do

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

If it is going to leave impact quickly or if it is recommended by a friend

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

Millionaires and youtube influencers

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

Believers on himself and he knows he is gonna make it someday



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

Laziness and always postpone today's work to tomorrow

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

The development of e commerce and they think that it is the future

Places To Look For Answers:

1. Your client's existing customers and testimonials
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 Reviews

