

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - Men
- Approximate Age range?
 - Young Adults (20-29)
 - Adults (30-45)
 - Middle Aged Adults (45-60)
- Occupation? People who:
 - Work in personal branding and image
 - Industry Specific Grooming Standards
 - Busy professionals
 - Shift workers
 - High-Earning clients
 - Budget-Conscious Clients
 - Corporate Professionals
 - Creative Professionals
 - K-12 Students
 - College Students
- Income level?
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- Geographic location?
 - San Fernando Valley

Painful Current State (what he doesn't like about their current hairstyle/self)

- What are they afraid of?
 - “Horrible haircut , messed my head all up and asked if he can fix it and wanted to charge extra horrible business”
 - Afraid of barber messing up haircut (hairline, the sides of the hair, cutting too much off the top, making the back uneven)
 - Afraid a barber could cut something like their ear
- What are they angry about? Who are they angry at?
 - “Very unprofessional service. Most barbers seemed to be hung over from partying the night before... I recommend you cut your hair yourself if this is your last resort.”

- They are angry at previous experiences with barbers where they did not achieve their desired dream state
- What are their top daily frustrations?
 - Low confidence
 - Not looking the best they can
 - Not receiving compliments
 - Hair looks too flat without haircut
 - Hair bothers them
 - Hair is blocking their vision because of how long it is
 - Hair gets in the way of physical activity
- What are they embarrassed about?
 - The way they currently look
 - It doesn't have the exact products the barber uses (textured powder and pomade)
 - Has to do hair with a lot of product to make it look decent
- 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?
 - Other people will view their hair as too long
 - Doesn't feel confident, sides are too uneven
 - People think they look homeless
 - A lot of hair means more dandruff to accumulate
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - They would talk about how they dislike how they currently look
 - Would say how they want to look amazing and feel confident but don't know where to go to achieve it
 - A lot of dandruff due to hair being too long, also really hard to get out
 - Tired of playing basketball with long hair, gets in the way of eyes and glasses
 - Doesn't know how to get rid of dandruff
- What is keeping them from solving their problems now?
 - Lack of knowledge of where to go to get the haircut they want
 - Previous anger
 - When hair is too short, it becomes a problem to grow out hair
 - Want to grow out hair before going to barbershop
 - Never met someone before, or reviews or pictures of videos equaling to no trust.

Desirable Dream State – (what he does like about their current hairstyle/self)

- 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?

- Look like their ideal preferred haircut, taper/fades, hair being manageable
 - Would feel confident in all of their daily activities
- Who do they want to impress?
 - "I always end up getting compliments on my hair."
 - Their friends, used to be made fun of (said look like a girl)
 - People in their daily lives, like coworkers or teachers
 - Girls
 - Family
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
 - They want to feel confident and prideful with themselves
 - "Amazing place to get a cut, they know how to make me look fly"
 - Wanna feel awesome , good , happy after a haircut
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - Want to be happy so that they are confident in everything they do (working out, sports, cooking)
Believes being confident can lead to you being successful in life
 - Also gives you a good resume on how you look to others
 - "Being confident in life gives you success in life"

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
 - Not much confidence in themselves
 - Sometimes when they do stuff they feel sad
 - Motivation and pride down
- Who do they blame for their current problems and frustrations?
 - Past barbers or people who cut their hair due to not getting their desired dream state
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Not really, they don't know how to cut hair, they wait until the next time they get a haircut in order to not mess up their hair and their confidence even more
- How do they evaluate and decide if a solution is going to work or not?
 - They will do research on potential barbers they will put trust in
 - Will look at past works, reviews, and the vibes the barber gives off
- What figures or brands in the industry do they respect and why?
 - They respect the brand “Deez Cuts” because their videos on social media show that they respect whatever hairstyle they want and if you put 100% trust in them, the outcome will lead to their desired dream state
- What character traits do they value in themselves and others?
 - They value determination, confidence, and effort in themselves and others
- What character traits do they despise in themselves and others?
 - Self-pity
 - Self-centered
 - Laziness
- What trends in the market are they aware of? What do they think about these trends?
 - There's a trend that VicBlends started that is basically barbers going around their community giving free haircuts, being super respectful, having deep conversations with the client ; when the haircut is finished the client leaves feeling super confident because of the great conversation and experience that Vicblends gave them.
- What “tribes are they a part of? How do they signal and gain status in those tribes?
 - Classic Enthusiasts
 - **Traits:** Love old-school barbering and traditional hairstyles.
 - **How They Show Status:** Go to vintage-style barber shops, use traditional grooming products, and wear classic haircuts.
 - Trend Followers
 - **Traits:** Always want the latest styles and trends.

- **How They Show Status:** Visit trendy barbers, experiment with bold hairstyles, and share their looks on social media.
- Health Conscious
 - **Traits:** Busy people who need high-quality, convenient grooming.
 - **How They Show Status:** Go to upscale barber shops, have stylish yet professional haircuts, and invest in premium products.
- Young Professionals
 - **Traits:** Keep up with streetwear and urban trends.
 - **How They Show Status:** Choose barbers known for urban styles, showcase detailed hair designs, and pair hairstyles with trendy outfits.
- Family Focused
 - **Traits:** Look for barbershops that cater to families.
 - **How They Show Status:** Visit family-friendly barbers, share positive experiences, and prefer practical yet stylish haircuts.

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
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar



Name: John Doe

Background Details

- **Age:** Mid-20s to mid-40s
- **Gender:** Male
- **Occupation:** Professional job, perhaps in an office setting
- **Location:** Urban or suburban area with access to multiple barber shops
- **Lifestyle:** Busy, active social life, perhaps a mix of professional and personal commitments

Day in the life:

1. Waking Up:

- The day starts with a look in the mirror. They notice their hair is unruly, messy, or not as fresh as they'd like.
- There's a sense of dissatisfaction with their current hairstyle. They might feel it's outdated or simply not flattering.

2. Morning Routine:

- While getting ready, they spend extra time trying to style their hair, but it's a struggle. They might use more product than usual to try to tame it.
- They consider how much easier and quicker their routine would be with a fresh cut.

3. Breakfast and Planning:

- Over breakfast, thoughts about their appearance linger. They might scroll through social media or fashion websites, noticing styles they wish they had.
- They may begin researching local barbershops or considering recommendations from friends.

Midday

4. Work or Daily Activities:

- Throughout the workday or during daily activities, they become increasingly self-conscious about their hair. They may avoid looking in the mirror or adjust their hair frequently.
- During meetings or social interactions, they might feel less confident or distracted by how they think they appear to others.

5. Lunch Break:

- During lunch, they might use their break to look up reviews of local barbershops, check out barber portfolios, or browse before-and-after photos online.
- They may send messages to friends or family asking for recommendations or opinions on potential styles.

Afternoon

6. Afternoon Slump:

- As the day progresses, their frustration with their current hairstyle grows. They might daydream about how good they'll feel after a haircut.
- They could make tentative plans to book an appointment, mentally picturing the transformation.

7. Booking the Appointment:

- In a moment of determination, they decide to book a haircut appointment. They might feel a sense of relief and excitement once the appointment is confirmed.
- They start thinking about the specifics of what they'll ask for: a new style, a trim, or even something more drastic.

Evening

8. Post-Work Wind Down:

- After work, they might discuss their upcoming haircut with a partner, family, or friends, expressing their eagerness for the change.
- They might continue looking at style inspirations, perhaps even watching tutorials or reviews on YouTube.

9. Preparing for the Haircut:

- They might take extra care with their evening hair routine, knowing it's one of the last times they'll be dealing with their current style.
- They go to bed with a sense of anticipation and excitement, looking forward to the positive change the next day will bring.

What Could We Do To Start Adding More Clientele?

Content Strategy

1. **Diverse Content:** Mix up your content with before-and-after photos, haircut videos, and tutorials. Show the transformation process, not just the end result.
2. **Client Features:** Post reels or stories featuring your clients talking about their experience and satisfaction with your services. Tag them to increase engagement.
3. **Engaging Captions:** Use engaging and personalized captions. Ask questions or add a call to action, like "What's your favorite haircut style?" or "Tag a friend who needs a fresh cut!"

Engagement and Interaction

1. **Polls and Q&A:** Use Instagram Stories to create polls, Q&A sessions, and quizzes related to hair care and styles.
2. **Hashtags:** Use popular and relevant hashtags such as #BarberLife, #HaircutTransformation, #LABarber, #MexicanBarber, and local hashtags like #SylmarBarber.
3. **Client Interaction:** Encourage clients to post their new haircuts, tag your account, and use a specific hashtag (e.g., #CutByBernie).

Collaborations and Promotions

1. **Collaborations:** Partner with local influencers or other businesses to expand your reach. Offer them free haircuts in exchange for shoutouts and reviews.
2. **Special Offers:** Introduce limited-time discounts or referral programs. Offer a discount to clients who refer new clients to you.
3. **Loyalty Program:** Create a loyalty program where clients earn points for each visit and redeem them for discounts or free services.

Ads and Promotions

1. **Instagram Ads:** Run targeted ads focusing on your demographic (young Hispanic men in Sylmar, CA). Highlight your skills and client testimonials.
2. **Boost Posts:** Boost posts that are performing well to reach a broader audience.

Consistency and Analysis

1. **Regular Posting:** Maintain your posting frequency and be consistent with your content.
2. **Analyze Insights:** Regularly check Instagram Insights to see what type of content performs best and adjust your strategy accordingly.

“From “Rolling out of Bed” to “Rolling into your girls dms”

"From 'Snooze Button' to 'Smooth Operator' 🧑🏻💬"

You'll Need a map once you get lost looking at the details of this cut 📌

- Conversations with clients (can show humorous side or the sympathetic side of barber)
- “Homeless” to “Never Hoeless” type of transformations
- Voiceovers (Can be educational or a more real side like talking about life , goals ; or can be funny stories)
- Captions with more life
- Chalk slap videos lol..
- To sum it up , show the real Bernie , be UNIQUE by being YOURSELF
- Target Audience 15-22 Year Olds (Primarily Hispanics) Lots of Tapers and Fades

- Potential Haircut giveaway (Tag 3 people in comments) more traction for instagram
- Be more consistent with posting schedule
- Have More consistent hair posts (background) for page aesthetic to look more professional
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