

Market Research Template

Who exactly are we talking to? People who want to boost their productivity and be more disciplined

What kind of people are we talking to?

- Men or Women? Both
- Approximate Age range? Primarily targeting individuals in their mid-20s to mid-40s.
- Occupation? A mix of professionals, students, entrepreneurs, and freelancers.
- Income level? Spanning middle-class to upper-class income brackets.
- Geographical location? Global

Painful Current State

- What are they afraid of? Wasting their time and being unable to complete their tasks
- What are they angry about? Who are they angry at? They're angry because they can't get things done, angry about themselves
- What are their top daily frustrations? Frustrated to be too lazy and not productive enough as they wished
- What are they embarrassed about? Embarrassed of not being able to commit and accomplish things
- How does dealing with their problems make them feel about themselves?
They will feel a sense of accomplishment, because now they are able to commit and to be disciplined
- What do other people in their world think about them as a result of these problems?
Better, they want to spend less time procrastinating
- What would they say if they were to describe their problems and frustrations to a friend over dinner?
I procrastinate too much, I can't get things done and I just feel too lazy to do the hard work

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 and feel like? They want to become extremely more productive and stop being lazy and break free from the chains of procrastination
- Who do they want to impress? They want to impress themselves and the people they love and care about
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel a desire for accomplishment, being able to complete their tasks in time, feel more productive in general
- If they were to describe their dreams and desires to a friend over dinner, what would they say? They want to become extremely more productive, complete their tasks, and get things done in time

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They are wasting time, too lazy, and they know that they could be better at time management
- Who do they blame for their current problems and frustrations? Themselves and partially the technology (phones, socials, the internet...)
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They lack discipline, they're not focused and committed
- How do they evaluate and decide if a solution is going to work or not? They evaluate solutions based on practicality and ease of implementation and they are likely to consider solutions that offer step-by-step guidance and tangible results.
- What figures or brands in the space do they respect and why? They respect YouTubers like Hamza and figures like Andrew Tate who talk about these topics
- What character traits do they value in themselves and others? They value traits such as self-discipline, time management, focus, and determination



- What character traits do they despise in themselves and others? They despise traits such as laziness, unproductivity, lack of focus, and being easily distracted
- What trends in the market are they aware of? What do they think about these trends? They're aware of trends like mindfulness, digital detox, and time blocking; and view them as potentially helpful yet challenging to implement consistently.

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

D-I-C

Subject Line: **Conquer Procrastination**

Struggling to meet deadlines and keep your focus?

Ever wonder why maintaining discipline feels like an uphill battle, hindering your path to the productivity level you've always dreamed of?

Now, picture this in your mind:

You're completing your to-do list effortlessly.

You're **consistently** surpassing deadlines with a triumphant smile.

You bask in an exhilarating sense of accomplishment.

What if you could make this vision a reality, starting tomorrow?

If you're serious about maximizing your efficiency and mastering productivity, *seize the moment*.

Embark on an explosive transformation today and seize control of your tasks to elevate your productivity!

[*Click here to start your journey now on this life-changing voyage!*](#)

P-A-S

Subject Line: **Unleash your TRUE Productivity Potential**

Are you striving relentlessly every day to be effective?

Day after day, you wake up feeling the weight of missed opportunities and unrealized goals.

The spark that used to ignite your motivation has dimmed, leaving you trapped in a cycle of frustration and stagnation.

Your to-do list stands before you, but distractions crowd your focus.

With each passing day, the promise to conquer your tasks tomorrow goes unfulfilled.

But what if tomorrow was *different*?

What if you held the key to breaking free from this cycle?

The ULTIMATE choice lies before you.

Continue to tread the well-worn path of stalled progress and unrealized dreams.

OR

embrace the transformation that's within your reach to *seize control* of your days and unlock a future brimming with accomplishment and fulfillment.

Take action now and discover the steps to make your dream a reality.

H-S-O

Subject Line: **John's Journey from Distraction to Excellence.**

John, an *average* college student, fought every day to better himself.

Yet, he was trapped in a cycle of failure, consumed by laziness and unproductivity.

Endless scrolling through his phone and the internet proved to be persistent distractions.

He was effectively unable to focus, leading him to doubt his abilities.

But then, a pivotal moment arrived.

In days, John finally reclaimed his life.

He **unlocked the secrets** to incredible productivity, propelling his grades to soaring heights and transforming into a paragon of excellence.

His friends were *stunned*.

Curious about John's path to triumph?

Embark on your journey now, and gear up to conquer tasks like never before.

Landing page

Stop Procrastinating Now: Take Control of Your Time and Unleash Your Potential

Do you know what is the *secret* to becoming extremely productive?

Imagine this:

You wake up tomorrow, feeling an energy **like you never felt before**.

You are impatient to get out of bed and start *conquering* your day.

You complete your daily tasks almost effortlessly, feeling a sense of great accomplishment.

If you *desire* to make this your reality starting today, then you **can't** ignore my message.

For the last 25 years, I've been helping people, from all over the world, to get back control over their lives and become extremely productive.

Persons like you, seeking an answer to all of their problems, to put an end to the perpetual cycle of laziness and unproductivity that was stagnating their progress.

My free course was the answer.

Here's a brief summary of what you may learn from it.

- **Optimize Time Mastery:** Learn the art of strategic task prioritization, and goal optimization for peak productivity.
- **Defeat Procrastination and sharpen your focus:** Conquer distractions, enhance mental precision and laser-like focus for unmatched effectiveness.
- **Elevate Performance:** Unveil techniques to amplify output with strategic prevision. Master the art of doing more with less.

What are you waiting for?

You too can become my student and admire what you can achieve if you unlock your

true potential.

Get your **free** course today and start smashing your goals.

See you inside.

 ***Sign up and start today your journey*** 

First Name:

Last Name:

E-Mail:

Click here to get started

Welcome sequence Emails

Email 1

Subject Line: **You finally made the right choice!**

Welcome (name),

At last, you did it.

Listen,

You truly have my deepest respect.

You see, it's not easy nowadays to stand up and reject distractions for the greater good of your own mind.

At the end of this email, you will find the free course that I promised you.

Use it wisely.

It is a powerful tool that will mark the *beginning* of your extraordinary journey to become a **task eater**.

Don't waste more time.

Go and discover now the untold secrets that society hides from you.

Go and claim your victory.

[*Click here and start conquering your future.*](#)

See you soon...

Email 2

Subject Line: **Success Blueprint: My Story**

Hey (name),

I used to be just like you.

I struggled with procrastination and felt stuck in a cycle of laziness and procrastination, constantly wondering if I'd ever achieve my goals.

So I completely understand and feel you.

But here's the twist: I finally broke from that cycle and transformed my life.

I became much more productive and generally more successful by following a specific set of methods that rewired my mindset and supercharged my productivity.

Imagine waking up every morning with **unshakable focus, effortlessly knocking out your tasks**, and achieving your dreams one by one.

Now, here's the *game-changer*.

I've condensed my life-changing methods into an eBook.

It's not just a guide, it's a blueprint for your success, based on my personal journey.

And here's the best part.

It's yours today and entirely for free.

It's the key to unlocking your potential and reaching the success I now enjoy.

Ready to change your life?

Click now to grab your free copy and start your journey toward victory.

[*Your transformation continues here.*](#)

To your success, (name).

P.S. Just 50 free copies left, act now!

Email 3

Subject Line: **Unlock your potential**

Hey (name),

You've come a long way on this journey toward becoming a productivity powerhouse.

I want to compliment you for your commitment and determination.

The path you've embarked on is exciting, but there's one crucial piece missing, *the last piece of the puzzle*.

Take a second to envision this in your mind.

Imagine waking up every morning with a clear sense of purpose, an unshakable focus.

You now mastered the ability to tackle your tasks with ease, almost effortlessly, feeling a great sense of accomplishment.

You finally **broke free from the chains of procrastination**.

That's the future that awaits you, and I'm here to guide you there.

I introduce you to "Peak Productivity: The Ultimate Guide", your final roadmap to unparalleled productivity and personal success.

Why "Peak Productivity: The Ultimate Guide" is your ticket to a better tomorrow:

- **Proven Strategies:** Inside this book, you'll discover a treasure trove of proven techniques and strategies that go beyond what you've learned until now.
- **Real-Life Success Stories:** I helped countless people with your same problems achieve the success they always dreamt about.
- **No bullshit:** Unlike quick fixes that fizzle out, the strategies taught in this book are designed to create lasting, meaningful change in your life.

You'll learn how to adapt productivity techniques to your unique circumstances and goals, ensuring that the newfound skills are a perfect fit for your life.

The moment has come to take this crucial step in your journey toward success.

Don't let this opportunity pass you by, be one of the select individuals who seize the chance to transform their lives.

[Click below to secure your copy of "Peak Productivity: The Ultimate Guide" now.](#)

Act swiftly, if you grab your copy before the next week, you will receive a discount of 90% of the total price!

Your dream life is within reach. Let "Peak Productivity: The Ultimate Guide" be your mentor to reaching it.

To your success, (name).