

Moms MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- **Men or Women?**
Primarily women, but men also seek life path consulting, especially in times of major life transitions.
 - **Approximate Age Range?**
25-55 years old. This age group is often navigating career challenges, personal growth, and searching for deeper meaning in life.
 - **Occupation?**
Professionals, entrepreneurs, freelancers, or individuals going through a career change. Also includes stay-at-home parents, creatives, and students nearing graduation.
 - **Income Level?**
Middle to upper-middle class, typically with disposable income but possibly experiencing financial stress or dissatisfaction with their current earning potential.
 - **Geographic Location?**
Urban and suburban areas in the U.S.
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Painful Current State

- **What are they afraid of?**
They fear wasting their lives, not reaching their potential, and making wrong decisions that lead to further unhappiness or regret. Fear of failure, being “stuck” in mediocrity, and never finding true purpose.
- **What are they angry about?**
They are angry at themselves for not having clarity and at life for being so uncertain. Some may be frustrated with societal expectations, their job, or even family and friends who don’t understand their struggles.
- **Who are they angry at?**

Themselves for indecision, others for giving advice that hasn't helped, and the pressures of society that make them feel like they should already have everything figured out.

- **What are their top daily frustrations?**

Feeling lost, overwhelmed, and unsure about what direction to take. They may procrastinate, overthink, or bounce between decisions without making real progress.

- **What are they embarrassed about?**

They're embarrassed by their lack of direction, especially when it seems like everyone else has their life figured out. Some may feel shame for not having achieved more by this point in their life.

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

They feel inadequate, stuck, and often disappointed in themselves for not having clarity. This leads to anxiety, low self-esteem, and feelings of failure.

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

Their friends and family may see them as indecisive or lacking ambition. Some may express concern, while others might offer unhelpful advice or dismiss their struggles.

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

"I just don't know what I'm doing with my life anymore. It feels like I'm drifting without a purpose, and I'm terrified I'll wake up one day and realize I wasted years chasing the wrong thing."

- **What is keeping them from solving their problems now?**

They feel overwhelmed by too many options or don't trust themselves to make the right decision. Fear of failure, perfectionism, and lack of confidence keep them from taking action. They may also feel that they don't have the right tools or guidance to make lasting changes.

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?**

They would have clarity and confidence in their decisions. Their life would feel purposeful and aligned with their passions. They'd wake up each day excited about their work, feeling fulfilled and empowered. Their relationships would be meaningful, and they'd have peace of mind about the future.

- **Who do they want to impress?**

Themselves, first and foremost. They also want to impress family, friends, and possibly professional networks. They want to be seen as someone who has "figured it out."

- **How would they feel about themselves if they were living in their dream state?**

They would feel empowered, accomplished, and at peace with their choices. They'd

have high self-esteem and a strong sense of purpose, feeling like they are on the right path.

- **What do they secretly desire most?**

To live a life full of meaning and purpose, where every action aligns with their deepest values. They want fulfillment and inner peace, and to leave behind feelings of inadequacy or fear of failure.

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

"I just want to wake up every day knowing that I'm on the right path. I want to feel confident in my choices and live a life that feels authentic to me, where I'm actually making a difference and feel at peace with my decisions."

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

They believe that they are stuck or lost and that their life lacks purpose. They may think they are missing something crucial that everyone else seems to have figured out. Deep down, they might feel that they are destined for more but are unsure how to tap into their full potential.

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

They tend to blame themselves for their lack of progress, feeling like they've failed to make the right choices. Some may also blame external circumstances like family expectations, societal pressures, or economic conditions for limiting their opportunities.

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

Yes, they've likely tried self-help books, motivational talks, or general personal development courses but found that these solutions didn't offer the lasting clarity they sought. They believe they failed because those approaches were too generic, lacked personal guidance, or didn't provide actionable steps tailored to their specific situation.

Values, Beliefs, and Tribal Affiliations

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

They look for a solution that feels personalized and credible. They want to know that the service provider (like a Life Path Consultant) understands their unique struggles. Testimonials, personal stories, and real-world outcomes are highly influential in their decision-making. A clear, step-by-step process that promises tangible, transformative results will also reassure them.

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

They respect figures like Brené Brown, Marie Forleo, and Tony Robbins because these personalities combine motivation with practical guidance. Brands like Mindvalley, Headspace, and even apps like Calm are respected for making personal development accessible, digestible, and action-oriented.

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

They value authenticity, integrity, and perseverance. They admire people who are self-aware, intentional, and proactive in pursuing their goals. Empathy and a sense of purpose are also highly respected, as they align with their deeper desire to live a meaningful life.

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

They despise indecision, self-doubt, and inaction, as these traits reflect their own internal struggles. In others, they may dislike arrogance, superficiality, and dishonesty. They are frustrated by people who seem to have it all figured out but lack substance or empathy.

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

They are aware of the growing focus on mindfulness, personal growth, and holistic wellness. Trends like "manifestation," "inner work," and "authentic living" are appealing because they resonate with their desire to connect with something deeper. However, they may be skeptical of trends that feel too gimmicky or overly commercialized, especially if they don't promise long-term results.

- **What "tribes" are they a part of?**

They are likely part of online communities or social circles focused on personal development, mindfulness, and spiritual growth. They may engage with groups that support meditation, manifestation, self-discovery, or entrepreneurial empowerment. They are drawn to environments that emphasize growth, positivity, and purpose.

- **How do they signal and gain status in those tribes?**

They signal their status by sharing their own personal growth stories, engaging in meaningful discussions, and showcasing steps they've taken toward improving their lives. They might post quotes, books, or podcasts they find inspiring, or share milestones in their journey to self-awareness. Progress, vulnerability, and authenticity are the primary markers of status in these tribes.

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: Angelina Harper

Background Details:

Angelina Harper is a 34-year-old accountant working at a local firm. Despite her stable job and steady income, she feels unfulfilled and disconnected from her work and personal life. Angelina has a degree in accounting and has been in her current role for over 8 years. Her career began with promise, but over time, the routine has become monotonous, and she now finds herself struggling with a lack of motivation and purpose.

A Day in the Life of Angelina Harper:

Angelina wakes up feeling unmotivated, dreading another day at her accounting job. Her workday is filled with routine tasks that leave her feeling disconnected and uninspired. Lunch is often a solitary experience, and by the end of the day, she's emotionally drained. Evenings are spent scrolling through social media or watching TV, seeking inspiration but finding none. She ends each day feeling stuck, longing for purpose but unsure how to break free from the cycle of dissatisfaction.

Key Pain Points:

- Feels unfulfilled in her stable accounting job, which has become monotonous and disconnected from her personal values.
- Experiences anxiety, low self-esteem. Stress and lack of purpose.

- Struggles with stress, isolation, and a sense of going through the motions without direction or purpose.

Desires:

- Seeks a deeper sense of purpose and fulfillment in both work and life.
- Wants to improve her mental well-being and manage stress more effectively.
- Interested in personal growth through life coaching, holistic wellness, and self-discovery, but unsure of where to start.

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