

# Research Template

What kind of people are we talking to?

- Men or Women?

**Old-aged Men and Women.**

- Approximate Age range?

**60s-70s++**

- Occupation?

**Mostly retired/ very some of them are working.**

- Income level?
- Geographical location?

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?

**When talking and writing about the past, I wonder if anyone is listening, reading, or caring much.**

- What are they embarrassed about?

**Most of them are experienced so they don't really have anything to be embarrassed about.**

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

**In my 70s, I am tired at the end of an Ironman race. Sometimes I feel stiff and tired in the morning, as my old body is wearing out, like everyone else's.**

**So, what does it feel like to be old?**

**It's a bit like this, with a cat that has luminous eyes and sleeps on its back.**

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

**When I say I am old, people say, oh, no, you're not old, look at - and they will name people in their 80s and 90s we mutually know.**

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

**As an early Boomer who has enjoyed good health for nearly 8 decades now, the comfort that has come with those years can be unsettling and sometimes downright frightening.**

## 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?

**I stay super active, and I intend to continue the journey in the near and distant future. I have included a lifestyle of an active weightlifter in my life. Combined with clean eating, stress reduction at all costs, plenty of rest and recovery, some meditation, and keeping a positive attitude I enjoy a terrific quality of life full of energy, and self-confidence and carry a positive outlook for the future.**

- Who do they want to impress?

### **People who decline their self-esteem.**

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

**While doing it I felt extremely calm, relaxed, pleased, and more importantly in harmony. I felt that I was "on a path" for those few seconds, I felt I was doing the thing that I wanted to do my whole life.**

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

## Values and Beliefs

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

**Poor diet, stressful lifestyle, insufficient recovery, and sleep, habitual use of prescription medicine, neglect, and a sedentary lifestyle can contribute to low energy and stamina, and poor health at an older age. Most people accept it as a natural part of aging.**

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

- Have they tried to solve the problem before and failed?

- Why do they think they failed in the past?

- How do they evaluate and decide if a solution will work or not?

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

**My blood supply was in my abdomen, so if I hadn't been in the hospital when it happened, I would have died.**

**That gave me a different perspective, I suppose, about getting old. Since then, I have looked at every day as a gift**

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

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

**When you get old you feel you can't be bothered because most things don't matter that much.**

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

**old people do it because it's one of the few exercises that almost zero impact on the joints.**

**I liked how qigong felt and how it made my body change, so I kept it up. Eventually, I started taiji and found I liked that even more. I continue to practice because I like how it feels, I like how it changes my body,**

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

