

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?
- Men
- Approximate Age range?
- 20-50
- Income level?
- Average
- Geographical location?

- Global

Painful Current State

- What are they afraid of?
They are afraid of losing hair and not being attractive to women
- What are they angry about? Who are they angry at?
They are angry because the products they the used didn't work.They are angry at their genetics and dealing with hair loss
- What are their top daily frustrations?
- Balding more and more each day
- What are they embarrassed about?
- They are embarrassed about their hair which makes them insecure
- How does dealing with their problems make them feel about themselves?
- Good, proud, they get hope

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

Some are looking weird, others think they are stressed or they have bad genetics, some don't care

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

They would say they are afraid of balding and insecure about their hair. As a result they have trouble talking to woman which makes them frustrated



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 a nice haircut with full grown and dense hair, they would be happy with their lives and woman would look at them, they also wouldn't be stressed
 - Who do they want to impress?
 - Themselves and the people around them
 - How would they feel about themselves if they were living in their dream state?
 - Happy, accomplished
 - What do they secretly desire most?
 - To be attractive
 - If they were to describe their dreams and desires to a friend over dinner, what would they say?
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- They dream about a life were balding is not a problem, they have nice hair, they are attractive to woman and people around them.

Values and Beliefs

- Who do they blame for their current problems and frustrations?
Themselves their genetics and the lack of discipline
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- They failed because the products they used weren't good and they didn't keep it consistent
- How do they evaluate and decide if a solution is going to work or not?
First by asking others then by trying themselves
- What character traits do they value in themselves and others?
- They value the discipline others have
- What character traits do they despise in themselves and others?
- They hate their lack of discipline

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