



If YOU want something NEW and DELICIOUS that You and Your kids WILL LOVE

If YOU want to stop wasting time endlessly scrolling on food apps

Leaving you and your kids hungry

ORDER G Kitchen of Remedies Soul food classics Platter for only 10.99.

You get all of your desires fulfilled for a low price,

Worth it?... I think so!

Click the link in our bio to order now

How do i get them to where they are now which is scrolling on uber eats and eating the same foods everyday, to where i want them to go which is ordering our food on a consistent basis because its new delicious and affordable?

Market Research Template

Who exactly are we talking to?

We are talking to people who are extremely hard workers and don't have time to make their own food after a long day at work. They are exhausted and cranky and the last thing they want to do is cook food or go out to eat. They want to try something new but also affordable so that it doesn't break the bank. They want food that brings back nostalgia. Overall they want quick, healthy, and affordable food options for themselves and their families that gives them a glimpse at their own unique culture.

Avatar

Sean-26 years old

Has two kids and is a financial advisor who works 10 hour workdays. He's too tired when he gets home to make food for his kids, so he's looking for something tasty and affordable to order. He's looking on uber eats for restaurants near him for something familiar but most of them are expensive and unhealthy. That's when he scrolls and sees our restaurant with new exciting dishes that bring a healthy twist to food he knows and loves. Knowingly gives Sean the calories he needs for an exhausting day also, this helps their body grow.

What kind of people are we talking to?

- Men or Women?

both

- Approximate Age range?

Any age

- Occupation?

Any occupation or 9-5

- Income level?

Low to middle class

- Geographical location?

New york/new jersey

Painful Current State

- What are they afraid of?

Trying new expensive things that are ardent and worthwhile. Going hungry or becoming dissatisfied because they can't find something delicious and affordable to eat for their families.

- What are they angry about? Who are they angry at?

They're angry about endlessly scrolling on food apps looking for something to eat.

Trying the same old foods over and over again

Angry at restaurants for poor food quality or long wait times

- What are their top daily frustrations?

Anxiety caused by work or lack of time and productivity

Dissatisfaction at there food choices

Stressed because they can't feed their families because restaurants are becoming more and more expensive

Misrepresented or not represented enough when it comes to culture and heritage

Time consuming and dry or bland flavors

- What are they embarrassed about?

Not accomplishing anything, failure,

People not liking or wanting to try foods from different cultures. Or that they are cultures cuisines are not accepted

Not being able to satisfy or satiate themselves or their families

- 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?

\they would feel extremely accomplished for finding something new and affordable for themselves.

Other people would view them as resourceful or resilient because they found something to feed their families despite all the obstacles in the way.

Specifically for black people they would feel like their culture is being represented authentically, food is finally starting to get the recognition it deserves.

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

Tired of the same old thing day in and day out , and these new restaurants that I've been wanting to try are so expensive.

Wanted to cook at home to save money but have been so held up at work im too exhausted to cook

My kids feel the same way they are tired of happy meals, or pizza everyday .

I feel as though I'm not getting any done . like I either don't have enough time or i'm just not being productive .if I was not so, busy and stressed from my job maybe i can get more done

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?

Picture this, they would look like they don't have to stress to cook once they get home from work, they can wind down and relax.. They have an easy and reliable option that everyone loves.

Now they don't have to worry about their kids going hungry.

Also It would feel like they know who they are more , like they are connected to their culture and experiences through food. One with their history and connected to each other as people

- Who do they want to impress?

American society, there kids , loved ones, family members, friends

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

“They would feel like they are doing a good job as a parent or as an adult. Also they would feel creative and adventurous for going out there and trying something new. Lastly highly intelligent because they found something new and delicious and also extremely affordable”

Cultural unity and acceptance. They would feel a sense of belonging. In a world where people are sitting at the restaurant talking laughing, connecting over a plate filled with food from different cultures

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

I want food that reminds me of back home. I want something that brings me nostalgia but also something new ,creative and authentic.

Values and Beliefs

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

They believe that they should always go to work and provide for there family. But what comes with that is increased stressed and exhaustion which leaves them with no energy after work to

go cook or go out to eat. As a result they are wasting more time on food apps then they would prefer

Who do they blame for their current problems and frustrations?

Themselves and their jobs

Food apps for advertising the same restaurants

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

They have but the apps have the same old restaurants, and the new restaurants are too pricey
And after a long hard day at work the last thing you want to do is cook
they failed to represent there cultures cuisine properly

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

By trying or looking on various food apps and comparing cuisines and prices.

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

Brands that are affordable, new and fresh that also represent a culture. They are often on uber eats, or doordash because they've been around for a while

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

Honesty, authenticity/uniqueness, creativity , resilience



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

Redundancy or repetition meaning always trying or eating the same thing

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

Rise in health conscious comfort food . they want to be health conscious but still the same great taste

They want to have food that's affordable and new at the same time

WINNERS WRITING PROCESS

What is the goal or objective the business is trying to achieve?

- They want more attention , followers and engagement

What result am i seeking to create for the business?

- I want them to reach 1,000 followers and have more food orders per month
- With each posts i want there to be an increase number of views and likes

What does the reader need to experience or feel in order for them to take the desired action i want them to take?

- The reader needs to feel intrigued and influenced to buy our food
- They need to believe that this is the better option for them financially, and physically
- provides value in terms of nutrition,convenience, affordability and utility.
- Needs to be relevant or resonates with them in their daily lives or experiences

How do i get them from where they are now to where i need them to go?

By emphasizing their pains and enhancing their desires/ dream state . hyper fixating on it

The steps that they need to take is to first view my pictures so that they'll become interested in what I have to say and then keep them interested or curious with my copy.

then be curious enough to look at our social media page and click the link which brings them to our website and menu.

Then ultimately purchase our various dishes

Where are they now?

- They are aware that they are eating the same food options everyday , and have a habit of wasting a lot of time on food delivery apps

They are buying from the same restaurants because that's what they're used to and that's what they trust despite the cost it could have and the quality of the food.

They also settle for such options because they are too tired to cook

Where do i want them to go or what do i want them to do?

View my copy, follow the social media page, and engage with our website.

How to do that?

Increase the desire for my product

Increase the value it can bring
Increase attention
Limit risk and pains
Decrease workload

Established frameworks

AIDA Model: AIDA stands for Attention, Interest, Desire, and Action. This model guides you to:

- Grab the audience's Attention with a compelling headline or opening statement.
- Generate Interest by providing valuable information or addressing a pain point.
- Create Desire by highlighting the benefits or solutions your product/service offers.
- Prompt Action with a clear call-to-action, such as "Learn More" or "Shop Now."

AIDA COPY example (

FOMO (Fear of Missing Out): This framework leverages the fear of missing out on something valuable. Use urgency and scarcity tactics to encourage immediate action, such as limited-time offers or exclusive deals.

FOMO COPY(

WIIFM (What's In It For Me): Focus on addressing the audience's needs, desires, and pain points. Clearly communicate the benefits of your product/service and how it solves their problems or improves their lives.

Storytelling: Craft compelling narratives that resonate with your audience on an emotional level. Use storytelling to humanize your brand, connect with your audience, and create memorable experiences.

Problem-Agitate-Solve (PAS): Identify a problem or pain point your audience faces, agitate it by emphasizing the consequences, and then offer your product/service as the solution.

Value Proposition Canvas: This framework helps you define and communicate the unique value your product/service provides. It consists of two parts: the customer profile (jobs, pains, gains) and the value map (products/services, pain relievers, gain creators).

Empathy Mapping: Gain insights into your audience's thoughts, feelings, and motivations by creating empathy maps. Use this information to tailor your messaging to their needs and preferences.

Hook, Hold, Close: Start with a hook to grab attention, hold it with valuable content, and close with a clear call-to-action to drive engagement or conversion.

The 5Ws and 1H (Who, What, Where, When, Why, How): Answering these questions helps you provide comprehensive and engaging content that addresses your audience's needs and interests.

Value-First Approach: Focus on delivering value to your audience through informative, entertaining, or inspiring content. Building trust and credibility with your audience can lead to increased engagement and loyalty over time.

