Research Template

Target Market

- What kind of person is going to get the most out of this product?

Someone who wants to make money online and earn financial freedom and is willing to not give up when it's not easy to get to their dream state

- Who are the best current customers, with the highest LTV?

No products yet

- What attributes do they have in common?

They all might wanna give up in the process of reaching their dream state

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

He is called Andrew and he is 30 years old from the united states, he is employed and his face looks sad most of the time because he hates his job not paying him enough to afford a living

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Andrew was born in a poor family thinking and growing on the mindset that the only way he can make money in the world is by

graduating college and becoming an employee, he finished college and got into the work force and only then did he realize , he couldn't afford a living and that he can be fired at any time

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

He wakes up, starts getting go ready to go to his job, start working for 8 straight hours then he gets back home , chills with his wife and kids watching TV, then sleeps

- **Values.** What do they believe is most important? What do they despise?

They believe that the most important thing is fixing their financial situation

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Their family, celebrities etc.

Current State

- What is painful or frustrating in the current life of my avatar?

He struggles financially , he can't do all the things he wish to do

- What annoys them?

It annoys them that they can't figure a way out that works

- What do they fear?

They fear not ever fixing their financial situation

- What do they lie awake at night worrying about?

Not being able to pay basic expenses (rent, food etc)

- How do other people perceive them?

They perceive them as flat-out brokies

- What lack of status do they feel?

They lack the lifestyle they want (like traveling the world and working from anywhere)

- What words do THEY use to describe their pains and frustrations?

Broke-sad-frustrated

Dream State
- If they could wave a magic wand at their life and fix everything, what would their life look like?

They would be able to travel anywhere in the world,earn financial freedom, work from anywhere in the world using wifi and laptop and earn thousands

- What enjoyable new experiences would they have?

They would start do whatever they desire in life

- How would others perceive them in a positive light?

They would perceive them as successful and never gave up

- How would they feel about themselves if they made that

- change?

They would feel successful and important but most importantly independent

- What words do THEY use to describe their dream outcome?

Rich-wealthy-successful-financially free

Roadblocks
- What is keeping them from living their dream state today?

They want to understand how to make money online or they want to understand how to do it the right way

- What mistakes are they making that are keeping them from getting what they want in life?

They don't have the right mentorship or the right resources and therefore they are doing what they shouldn't be doing

Also, they might be lazy

- What part of the obstacle does the avatar not understand or know about?

He doesn't know that he has the wrong information about how to make money online and that he might feel like it doesn't work

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The one key roadblock is not believing that this could work

Solution

- What does the avatar need to do to overcome the key roadblock?

He needs to see the results of others to believe it's possible for him

- "If they <insert solution>, then they will be able to <insert dream outcome>"

Believe it's true and take action- make thousands online

Product (I don't have a product yet but the questions answered should be active features in any product)

- How does the product help the avatar implement the Solution?

It guides them with information that will lead them towards making money online (in some cases it offers mentorship and in some cases it offers community support)

- How does the product help the reader increase their chances of success?

By offering information and steps that is proven to work

- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?