

Market Research Template

What kind of people are we talking to?

- **Women**
- **20 - 40**
- Occupation - **Any**
- Income level - **1200\$ per month**
- Geographical location - **Any**

Painful Current State

- What are they afraid of? - **She may be afraid of people judging her, looking at her with disgust**
- **afraid that she will never be able to achieve permanent fat loss**
- **She may also be afraid of her health**
- What are they angry about? Who are they angry at? - **They blame / are angry at herself for being fat**
- What are their top daily frustrations? - **Their frustrations are wearing uncomfortable clothes, dealing with physical activities**
- **following restrictive diets like starving themselves**
- What are they embarrassed about? - **She's embarrassed about her fat body when she looks into a mirror.. About the numbers on the scale**

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 likely feel proud of their achievements, with improved self-esteem and confidence, they would have a healthy, lean body and feel comfortable in their own skin**
- How would they feel about themselves if they were living in their dream state? - **They would feel more energized and confident with her own body**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? - **They believe that they need to do a lot of exercise and eat vegetables to lose weight, they might also have limited beliefs if it will even work for them**
- Who do they blame for their current problems and frustrations? - **They blame themselves**
- Have they tried to solve the problem before and failed? Why do they think they failed in

the past? - **They have tried different diets and exercises in the past and failed, they think that those diets don't work**