

# Marketing Research Mission

## Target Market

- Young ambitious football player
- Adolescents, who are being able to dominate the midfield position after the program
- Ambition, Challenge, Responsibility,

## Avatar

- Daniel, 18-25 years old, clean face
- **Background and mini life history.** Daniel grew up in a middle-class family and has always had a strong interest in sports, particularly football. He started playing at a young age and quickly became captivated by the game. Throughout his teenage years, Daniel dedicated much of his time to practicing and improving his skills on the field.
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- **Day-in-the-life.** On an average day, Daniel wakes up early to go for a morning run before heading to school or work. In the afternoon, he attends football practice where he focuses on perfecting his midfield skills. In the evenings, Daniel usually spends time with his friends and family or does additional training on his own.
- **Values.** Daniel believes that hard work and dedication are essential for achieving success both on and off the field. He despises laziness and complacency and values being challenged to improve himself.
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- **Outside forces.** Daniel feels that his coaches, teammates, and family all have a significant influence on his life. Their support and encouragement help him stay motivated and committed to achieving his goals. Additionally, he feels that the pressure to perform well in games and competitions can sometimes be challenging, but it also pushes him to work harder and improve his skills.

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## Current State

Daniel is a young and ambitious football player who is frustrated with the lack of support and recognition he feels from his coaches and peers.

He finds it frustrating to constantly compare himself to his teammates and other successful midfield players, and this often leads to self-doubt and insecurity. Daniel fears that he will never reach his goal of becoming a professional football player and that all of his hard work and dedication will be for nothing.

These fears keep him up at night as he worries about whether he is doing enough to improve his skills and stay competitive. He also worries about disappointing his family and not living up to their expectations. While other people perceive Daniel as a hardworking and dedicated player, they also see him as somewhat insecure and lacking in confidence.

Daniel feels that he lacks the status and recognition that comes with being a successful midfield player. He wants to be respected and admired for his abilities on the field and hopes to one day achieve his dream of playing professionally.

## Dream State

If Daniel could wave a magic wand, his dream state would be to become a dominant and consistent midfield player who is highly respected by his coaches and peers. He wants to have the opportunity to play professionally and achieve his ultimate goal. Daniel would enjoy the feeling of playing at his highest potential and achieving his goals on the field. He would also enjoy the recognition and respect he would receive from his peers and coaches. Others would perceive Daniel as a confident and successful player who has achieved his goals through hard work and dedication. Most importantly, Daniel would feel proud of himself for achieving his goals and confident in his abilities both on and off the field.

## Roadblocks

Daniel faces several obstacles that are keeping him from achieving his dream state of becoming a dominant and consistent midfield player. His lack of consistency and focus during games is one of the main obstacles that he needs to overcome. Additionally,

Daniel tends to compare himself to others and let that affect his confidence, which can lead to mistakes and doubt during games. He may not fully understand the mental and emotional aspects of the game and how they affect his performance, which could be an unknown obstacle.

However, the key roadblock that Daniel needs to overcome is his lack of consistency and focus during games. Once he is able to maintain his focus and play consistently, he will be able to perform at his best and achieve his dream outcome of becoming a dominant and respected midfield player.

## Solution

Exactly, developing a pre-game routine that includes visualization exercises, positive self-talk, and relaxation techniques can help Daniel overcome his lack of consistency and focus during games. This routine will help him get into the right mindset before each game, stay focused and confident during games, and perform at his best. By consistently following this routine, Daniel will be able to maintain his focus and play consistently, allowing him to achieve his dream outcome of becoming a dominant and respected midfield player.

## Product

In addition, the product is designed specifically for the target market of young and ambitious football players like Daniel. It takes into account their unique challenges and goals, and provides tailored advice and techniques that are relevant and applicable to their situation. The product also includes real-life success stories from other successful midfield players, which can help inspire and motivate readers to achieve their own goals.

Another key benefit of the product is that it is easily accessible and can be used from anywhere, whether at home or on the go. This makes it convenient for busy football players who may not have a lot of spare time for training or practice. The product can be accessed on a computer or mobile device, allowing readers to learn and implement the techniques whenever and wherever they want.

Overall, the product provides a comprehensive and effective solution for young and ambitious football players like Daniel who want to improve their mental and emotional game and achieve their goals on the field. By providing practical advice, interactive exercises, and tailored techniques, the product helps readers overcome their obstacles and realize their full potential as successful midfield players.