

Market Research Template

Who exactly are we talking to?

Middle-Aged Men Who Want to Learn How to Day Trade.

What kind of people are we talking to?

- Men or Women? **Men**
- Approximate Age range? **20-40 years old**
- Occupation? **College degree**
- Income level? **Professional or self-employed**
- Geographical location? **\$50,000+ per year**

What are they afraid of?

- Losing money
- Not being able to make a profit
- The fear of making a big mistake and causing irreparable financial damage
- Being ridiculed for their lack of knowledge
- Wasting their time and effort
- The fear of the unknown and the inherent volatility of the financial markets

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

- Anger at the complexity of the financial markets and the difficulty in deciphering market signals
- Anger at the feeling of being powerless to control the outcomes of their trading decision
- The lack of transparency in the industry
- The fact that day trading is not a get-rich-quick scheme
- Themselves for not starting earlier

What are their top daily frustrations?

- Trying to find the right trading strategy
- Dealing with the emotional roller coaster of trading
- Keeping up with the latest market news
- Finding the time to trade
- The difficulty in identifying profitable trading opportunities amidst a sea of market data
- The challenge of managing risk effectively and avoiding potential losses
- The difficulty in finding reliable and trustworthy sources of information and guidance in the day trading space
- The constant monitoring of market fluctuations and news updates, leading to information overload
- The difficulty in identifying profitable trading opportunities amidst a sea of market data
- The struggle to maintain discipline and stick to their trading plan, often succumbing to emotions
- The challenge of managing risk effectively and avoiding potential losses
- The constant battle against their own biases and behavioral tendencies that can cloud their

judgment

- The feeling of isolation and lack of community among day traders, operating independently and silently
- The difficulty in finding reliable and trustworthy sources of information and guidance in the day trading space
- The struggle to balance day trading with other responsibilities and commitments in their personal and professional lives
- The frustration of dealing with technical glitches and trading platforms that can disrupt their activities
- The feeling of being overwhelmed by the vast amount of information and resources available, making it difficult to know what to focus on
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What are they embarrassed about?

- Their lack of knowledge about the financial markets
- Their past trading mistakes
- Their lack of success
- Embarrassment about their lack of knowledge and understanding of complex financial concepts
- Embarrassment about their past trading mistakes and losses, feeling like they should have known better
- Embarrassment about seeking help or advice from others, fearing judgment and criticism
- Embarrassment about their emotional reactions to market movements, feeling vulnerable and irrational
- Embarrassment about their financial situation, feeling like they are not as successful as their peers
- Embarrassment about their lack of control over their trading outcomes, feeling like they are at the mercy of the market
- Embarrassment about their time commitment to day trading, feeling like they are neglecting other priorities
- Embarrassment about their feelings of frustration and discouragement, fearing that they are not cut out for day trading
- Embarrassment about their inability to consistently make profitable trades, feeling like they are failing at this endeavor
- Embarrassment about their overall financial performance, feeling like they are not living up to their own expectations
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How does dealing with their problems make them feel about themselves?

- Frustrated
- Discouraged
- Hopeless
- Defeated
- Feelings of inadequacy and incompetence, questioning their abilities and judgment
- Feelings of frustration and disappointment, feeling like they are not making progress or achieving their goals
- Feelings of self-doubt and uncertainty, questioning their decision to pursue day trading

- Feelings of anxiety and stress, constantly worrying about potential losses and market fluctuations
- Feelings of isolation and loneliness, feeling like they are on this journey alone without support
- Feelings of shame and embarrassment, feeling like they are failing themselves and those around them
- Feelings of helplessness and lack of control, feeling like they are at the mercy of external forces
- Feelings of discouragement and despair, questioning whether day trading is worth the effort
- Feelings of guilt and remorse about the time and effort they are investing in day trading, wondering if it is worth the sacrifices
- Feelings of frustration and resentment towards those who seem to be successful in day trading, wondering why they cannot achieve the same results
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What do other people in their world think about them as a result of these problems?

- They think they are irresponsible
- They think they are not very good with money
- They think they are not very successful
- Concerns about their financial stability and potential for financial ruin
- Worry about their emotional well-being and the stress caused by day trading
- Doubts about their ability to make wise financial decisions and manage risk
- Fear that they are becoming consumed by day trading, neglecting other aspects of their lives
- A perception that they are chasing an unrealistic dream of quick and easy riches
- Concerns about their potential for addiction to the thrill of trading and risky behavior
- A lack of understanding of the challenges and complexities of day trading, leading to unrealistic expectations
- A tendency to blame them for their own struggles, failing to recognize the inherent difficulty of day trading
- A sense of detachment and disconnection, as day trading can isolate individuals from their social circles
- A lack of empathy and support, as many people do not understand the psychological and financial pressures faced by day traders
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If they were to describe their problems and frustrations to a friend over dinner, what would they say?

- "I'm so frustrated with day trading. I'm always losing money."
- "I feel like I'll never be able to make a profit."
- "I'm embarrassed about my lack of knowledge."
- "I'm afraid of making a big mistake."
- "I feel like I'm wasting my time."

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 be financially independent.
- They would have no debt.
- They would be able to travel the world.

- They would have more time to spend with their family and friends.
- They would be happy and fulfilled.
- Financial freedom and independence, with the ability to live comfortably and pursue their passions
- Emotional stability and peace of mind, free from the stress and anxiety of day trading
- A successful and fulfilling career, where their skills and talents are valued and rewarded
- A healthy and balanced lifestyle, with time for family, friends, and personal interests
- A sense of purpose and meaning in life, contributing to something they believe in
- A strong support system of friends, family, and mentors who encourage and guide them
- A deep sense of self-confidence and belief in their abilities, knowing they can achieve their goals
- A sense of gratitude for their blessings and appreciation for the simple things in life
- A feeling of inner peace and contentment, knowing they are living a life aligned with their values and aspirations
- A legacy of love, laughter, and positive impact on the world around them
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Who do they want to impress?

- Their family
- Their friends
- Their colleagues
- Their peers
- Their family and friends, wanting to prove their success and financial independence
- Their peers and colleagues, wanting to be seen as knowledgeable and successful in day trading
- Their mentors and role models, wanting to earn their respect and admiration
- Themselves, wanting to achieve their personal goals and fulfill their own expectations
- Society as a whole, wanting to challenge stereotypes and prove that anyone can succeed in day trading
- The financial world, wanting to make their mark and leave a lasting impact
- Their future selves, wanting to look back and be proud of their accomplishments
- The next generation of day traders, wanting to inspire and guide others who aspire to succeed in this field
- The world at large, wanting to make a positive difference and contribute to the betterment of society
- The universe itself, wanting to leave their mark on the world and make a meaningful impact
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How would they feel about themselves if they were living in their dream state?

- Confident
- Successful
- Happy
- Fulfilled
- Confident, capable, and successful, knowing they have achieved their financial goals and beyond
- Empowered, fulfilled, and at peace, living a life aligned with their values and passions

- Grateful, appreciative, and content, cherishing the blessings they have received
- Inspired, motivated, and energized, ready to continue making a positive impact on the world
- Secure, stable, and in control, feeling confident about their financial future and overall well-being
- Connected, loved, and supported, surrounded by a strong network of friends, family, and mentors
- Self-assured, independent, and resilient, able to bounce back from setbacks and pursue their dreams with unwavering determination
- Passionate, enthusiastic, and engaged, fully immersed in their work and striving to make a difference
- Balanced, healthy, and at ease, maintaining a harmonious lifestyle that nurtures both their physical and mental well-being
- Admired, respected, and celebrated, recognized for their achievements and contributions to society
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What do they secretly desire most?

- Financial freedom
- Happiness
- Success
- Financial freedom to pursue their passions and live a life without limitations
- Deep and meaningful relationships with loved ones who provide unwavering support
- A sense of purpose and fulfillment in their work, contributing to something they believe in
- The ability to make a positive impact on the world and leave a lasting legacy
- Continuous growth and personal development, expanding their knowledge and skills
- The courage to face their fears and overcome any obstacles that stand in their path
- The resilience to persevere through challenges and setbacks, emerging stronger and wiser
- The ability to live in the present moment, savoring the joys and appreciating the beauty of life
- A sense of peace and contentment, knowing they are living a life true to themselves
- The unwavering belief in their ability to achieve anything they set their mind to

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

- "I want to be financially independent so that I can travel the world and spend more time with my family and friends."
- "I want to be successful in all areas of my life."
- "I want to be happy and fulfilled."

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

- They are not very good with money.
- They are not very successful.
- They are not very knowledgeable about the financial markets.
- They believe they are capable of achieving financial success through day trading, despite the challenges and risks involved.
- They believe they have the necessary skills and knowledge to learn and adapt to the ever-changing market dynamics.
- They believe they can develop the discipline and emotional control required to succeed in day

trading.

- They believe they can overcome their past mistakes and learn from their experiences to improve their trading outcomes.
- They believe they can find support and guidance from experienced traders and reputable resources.
- They believe they can manage their time effectively to balance day trading with other responsibilities.
- They believe they can maintain a healthy mindset and avoid emotional pitfalls that can hinder their progress.
- They believe they can make informed trading decisions based on research and analysis.
- They believe they can adapt to the evolving landscape of day trading and technological advancements.
- They believe they can achieve their financial goals through their dedication, perseverance, and continuous learning.
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Who do they blame for their current problems and frustrations?

- Themselves
- The financial markets
- The government
- The economy
- They may blame themselves for past mistakes and impulsive trading decisions.
- They may blame the complexity of the financial markets and the difficulty in predicting market movements.
- They may blame the lack of transparency and regulation in the day trading industry.
- They may blame misleading information and unrealistic expectations promoted by the media and financial gurus.
- They may blame the lack of support and guidance from experienced traders.
- They may blame the emotional toll that day trading can take, leading to frustration and self-doubt.
- They may blame the time commitment required for successful day trading, which can strain personal and professional relationships.
- They may blame the unpredictable nature of the markets, making it difficult to control outcomes.
- They may blame their own biases and behavioral tendencies that can cloud their judgment.
- They may blame external factors beyond their control, such as global events and economic fluctuations.
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Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- They have tried day trading in the past and failed.
- They think they failed because they did not have the right strategy.
- They think they failed because they did not have the right knowledge.
- They think they failed because they did not have the right mindset.
- They may have tried day trading in the past without proper preparation, knowledge, and discipline, leading to losses.
- They may have followed unrealistic trading strategies or chased quick profits, leading to

emotional decision-making and poor outcomes.

- They may have lacked the necessary time and resources to commit to their trading education and development.
- They may have been influenced by misleading information or unrealistic expectations, setting themselves up for disappointment.
- They may have lacked the emotional control and discipline to manage their trading emotions effectively.
- They may have been overwhelmed by the vast amount of information and resources available, leading to confusion and indecision.
- They may have failed to adapt to changing market conditions and failed to adjust their trading strategies accordingly.
- They may have neglected risk management principles, leading to significant losses when market volatility increased.
- They may have lacked the support and guidance of experienced traders, leading to isolation and self-doubt.
- They may have failed to recognize their own behavioral biases and emotional triggers that influenced their trading decisions.
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How do they evaluate and decide if a solution is going to work or not?

- They read reviews
- They ask for recommendations
- They do their own research
- They research and analyze the effectiveness of different trading strategies and techniques.
- They seek advice and guidance from experienced traders with proven track records.
- They evaluate their own past trading performance to identify areas for improvement.
- They conduct backtesting and simulation to assess the potential of different trading approaches.
- They consider the level of risk associated with various trading strategies and their risk tolerance.
- They gather feedback from other traders and industry experts to gain different perspectives.
- They evaluate the credibility and reputation of sources of information and advice.
- They assess their own emotional state and ability to manage trading emotions effectively.
- They carefully consider their financial goals, risk tolerance, and time commitment before committing to a solution.
- They engage in continuous learning and self-reflection to adapt their approach as market conditions evolve.
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What figures or brands in the space do they respect and why?

- Jesse Livermore
- Warren Buffett
- Mark Cuban
- Jim Cramer

What character traits do they value in themselves and others?

- Integrity
- Honesty
- Hard work
- Discipline
- Perseverance
- Discipline and perseverance in pursuing their financial goals.
- Continuous learning and adaptability to the ever-changing market dynamics.
- Emotional control and resilience in managing trading emotions and setbacks.
- Analytical thinking and problem-solving skills to identify and capitalize on trading opportunities.
- Risk management and the ability to make informed decisions under pressure.
- Patience and the ability to wait for the right trading opportunities.
- Humility and the ability to learn from mistakes and adapt their approach.
- Independence and self-reliance in making their own trading decisions.
- A strong work ethic and dedication to their craft.
- A passion for financial markets and a desire to succeed in this field
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What character traits do they despise in themselves and others?

- Dishonesty
- Laziness
- Arrogance
- Ignorance
- Greed
- Greed and the pursuit of quick profits without proper risk management.
- Laziness and a lack of dedication to learning and self-improvement.
- Emotional impulsiveness and the tendency to make decisions based on fear or greed.
- A lack of discipline and the inability to control trading emotions.
- Arrogance and an overestimation of their own trading abilities.
- A lack of humility and the inability to learn from mistakes.
- A tendency to blame external factors for their trading failures instead of taking responsibility for their actions.
- Impatience and the inability to wait for the right trading opportunities.
- Overtrading and the tendency to enter and exit positions too frequently.
- A lack of focus and the inability to stick to a trading plan.
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What trends in the market are they aware of? What do they think about these trends?

- The rise of artificial intelligence
- The growing popularity of cryptocurrency
- The increasing volatility of the markets
- The rise of artificial intelligence (AI) and algorithmic trading in the financial markets.
- The increasing popularity of cryptocurrency trading and the potential for high returns.
- The growing interest in short-term trading strategies and day trading in particular.
- The increasing volatility of the markets and the challenges of predicting market movements.
- The evolving regulatory landscape and the potential impact on day trading practices.
- The growing demand for educational resources and guidance for aspiring day traders.
- The development of new trading platforms and technologies that facilitate day trading activities.

- The increasing accessibility of financial markets to retail traders through online platforms.
- The growing awareness of the risks and challenges associated with day trading.
- The potential for day trading to become a more mainstream and accepted form of investing.
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Overall, Middle-Aged Men Who Want to Learn How to Day Trade are a motivated group of individuals with a strong desire to achieve financial independence and success. They are aware of the challenges and risks involved in day trading, but they are willing to take those risks in order to pursue their goals. They are eager to learn and improve their skills, and they are open to guidance and support from experienced traders. As day trading continues to evolve, it will be interesting to see how these individuals adapt and navigate the changing market landscape.

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

