

# Market Research Template

Who exactly are we talking to? Football midfielders that are currently in their developing phase

## What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? 16-23
- Occupation? Football players
- Income level? Low income (3000\$ and month and under)
- Geographical location? All around the world

## Painful Current State

- What are they afraid of? They are afraid of not being good enough in front of others, and not keeping up with the rhythm of the game. The midfielder spot requires qualities such as reactions, vision is a big one, control, passing, and reading both teams. If the midfielder doesn't catch up to this such important qualities, he could be at possibility of losing his place in the first eleven
- What are they angry about? Who are they angry at? Most players get dissatisfied by the fact of not getting the enough minutes on the pitch in order to prove themselves, this somewhat creates a tension between them and their manager since both parties think otherwise.
- What are their top daily frustrations? Whether if they can prove themselves to the manager as of being capable to the job or not
- What are they embarrassed about? They are embarrassed about being caught up as the "bench warmer" amongst their people and a lazy player which can't handle the grueling and exhausting requirements of being a midfielder
- 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? Dealing with their problems gives them a huge drop in confidence when trying to overcome the fear of making mistakes etc.. As a result, those around them could conclude that they lack the poise and attitude needed to compete at the highest levels of their sport.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?  
"My coach benched me once, and it really affected me. Ever since then, I've been overthinking everything to the point that I can't even concentrate on the game or the training routines. I'm not sure if I doubt myself or if I'm simply not good enough, but I feel like I'm always afraid of making errors, and when I do, I don't even bounce back at it since I don't have anyone to support me and guide me toward success."

## 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? It would be to become a vital player in every game they played in, to play at the highest levels of professional football, and to be hailed as one of the finest players in the world, if not the best, because of their incredible work ethic and talent which could soon build them a great legacy.
- Who do they want to impress? Football players want to impress their coaches and scouts to expand their opportunities and mostly THEMSELVES.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? One thing for sure would be an extreme boost in confidence and they'd have the attitude of "I'm the king" or "I don't care who's the kind" both on and off the pitch. They secretly desire maxing out their potential and abilities to the max and proving people of what they can do, especially the people that put them down in their

painful state in life. Which is why most footballers would choose legacy and honor over the high wages.

- If they were to describe their dreams and desires to a friend over dinner, what would they say? My biggest life goals are to become the best player in the world and to play at the highest level of professionalism possible. whether it was footballing skills like responses, vision, control, passing, and reading both teams, which is a major one. Or the mental attributes like self-assurance and a lack of fear of making mistakes that will help me leave a positive legacy in my football career.

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? Not having the mental and physical abilities to turning pro, and a problem they face is not having the work ethic to put in extra work with individual training and programs to stand out and get a chance to make a difference.

- Who do they blame for their current problems and frustrations? Mostly themselves

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Since the midfield is where their genuine skills are, some players have tried switching positions but have never lived up to their expectations and have instead found themselves back there.

- How do they evaluate and decide if a solution is going to work or not? They should refer to their coaches and team staff or maybe even professional trainers online for some advice, and most importantly do what they think is the best for them because they know themselves best.

- What figures or brands in the space do they respect and why? They respect the bigger players which have already proven their abilities in the top levels because of the inspiring moments they have created

- What character traits do they value in themselves and others? them:patience, commitment, dedication, drive, and passion/ others: calm, stable



- What character traits do they despise in themselves and others? Them: worrying, little confidence, little composure/ others: impatient, hateful from time to time, not supportive

- What trends in the market are they aware of? What do they think about these trends? Helpful football gadgets trending in tiktok, transformation from before and after of program, and the tactical playstyle of professional ballers.

## 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

