

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

=> Both.

- Approximate Age range?

- Occupation?

- Income level?

=> Business owners

- Geographical location?

Painful Current State

- What are they afraid of?

=> Mistakes and funnels in business

=> Funnels and marketing strategy are poor

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

=> to make an effort without any result, when failing

- What are their top daily frustrations?

=> Funnels don't give them money

- What are they embarrassed about?

=> fail

- 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?

=> they are fallers in a bussniess

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

=> My funnels are broken and don't give me a lot of money and don't know what I should do

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?

=> make the conversation arrive to the customer and improve the increase of the net profit.

And need courses to explain how to build success funnels

- Who do they want to impress?

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

=> feel successful and i have a lot of money

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

=> I want to build a successful business to get a lot of money and make my customers happy

Values and Beliefs

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

=> They believe they need to solve these problems

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

=> there customers

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

=> Yes, they do not solve the problem because need the knowledge

- How do they evaluate and decide if a solution is going to work or not?

=> by getting the results and getting more profit

- What figures or brands in the space do they respect and why?

- What character traits do they value in themselves and others?

=> Try to solve the problems and continue until when



- What character traits do they despise in themselves and others?

=> When stops working

- What trends in the market are they aware of? What do they think about these trends?

=> New sales funnels and knowledge because they need to improve the net profix

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

The 4 Questions:

1) Who are you talking to?

To anyone has a business or works in a digital marketing to make the business improve the net profit by using funnels

2) Where are they now?

They try to make good funnels but don't work because they don't know how to create these

3) What action do I want them to take at the end of my copy?

Buy the course I will teach them how to create great funnels and how to avoid the mistakes

4) What must they experience inside of my copy to go from where they are now to taking action I want them to take?

I must make focus in the funnels problems and how these problems affect the business And how i will solve these problems to arrive to the dream buy by the course

problems:

Dont know how to build good funnels and course are so expensive

The Avatar:

Name: Ahmed

Age: 16 - 40

About: ahmed the person who is a business owner and want to be successful by using good funnels to increase his net profit, but he need to know his problems about why his funnels not good and how to solve this problems, he know alot for free content but not enough but want learn from a good mentor, but paid courses is so expensive so he need to know more from good mentor with cheap price and after this he want to know how build a good funnel.