

Market research is below on the second page

SL: Snack that doesn't gain fat

Hi Name,

Have you started gaining weight, and finding it hard to stop eating the snacks that you used to eat daily?

Don't make it hard on yourself; there's no need to walk beside the snack box in your house while looking at it and thinking about what will happen if you eat one.

Now, you can eat healthy and **tasty** snacks daily without feeling guilty about it.

Just pick, and we will deliver a box full of healthy snacks to your house every month.

If you don't know what to choose, we will do it on your behalf with our "Mystery Box".

Click here and make snack eating easier for yourself

Market Research Template

Who exactly are we talking to? People who want to eat healthy snacks.

What kind of people are we talking to?

- Men or Women? Both
- Approximate Age range? 25-35
- Occupation? Doesn't matter
- Income level? No specific amount.
- Geographical location? All around the world

Painful Current State

- What are they afraid of? Of gaining weight while eating snacks in their diet.
- What are they angry about? Who are they angry at? About not being able to eat snacks and staying fit at the same time. They are angry about themselves.
- What are their top daily frustrations? Not being able to eat what they want. And not being able to control themselves.
- What are they embarrassed about?
- 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? It makes them feel weak because they're not able to hold themselves, other people think that they are weak and can't just stop eating unhealthy snacks.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? I have been working out and keeping it straight with a diet but I crave eating snacks from time to time, and sometimes I eat a little bit of snacks.

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 be fit and eat whatever snacks they

want without being worried about gaining weight again

- Who do they want to impress? People around them.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would be happier and without chains holding them when eating snacks.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? I finally found healthy snacks that I can eat without gaining weight, and the best part that is the company delivers them to me monthly.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They believe that they need to find an alternative or stop eating snacks.
- Who do they blame for their current problems and frustrations? Themselves.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? They tried eating less but they gained weight again, they think that they failed because they didn't find the right alternative.
- How do they evaluate and decide if a solution is going to work or not? They try it first and see if they gain weight or not.
- What figures or brands in the space do they respect and why? None.
- What character traits do they value in themselves and others? Discipline.
- What character traits do they despise in themselves and others? Not being able to keep the diet clean.
- What trends in the market are they aware of? What do they think about these trends? None.