

## ROOT CAUSE ANALYSIS: why didn't I finish market research till now?

Factory line:

1. I watched beginner live call 6
2. Andrew gave us a mission to 1. Identify the ideal target market for my client 2. Fill out as much as I can of the market research questions 3. Create an avatar 3. Send it for feedback
3. I changed my plans to go into 3 GWS 90 minutes , 90 minutes , 60 minutes to finish market research in 4 hours bisected
4. I've gone through the market research document and then I felt overwhelmed so I deleted the document
5. I started another market research document and deleted it due to thinking I half aced it
6. I've done a root cause analysis for why I half aced it in which I discovered it was linked for not having a set sleep schedule which led to low energy
7. I started a new market research document
8. I'm going through it

The basic factory line: I kept deleting and doing market research over and over again

Why?

- I kept deleting the document and starting all over again

Why?

- I didn't like it, it felt overwhelming, not organized

Why?

- Overthinking and perfection

Why?

- Cowardness: what if something goes wrong?

Solution: look for answers and fill it out