

Research Template

Target Market

- What kind of person is going to get the most out of this product?

Somebody who is sore all the time,

That would most likely be an athlete or a gym bro,

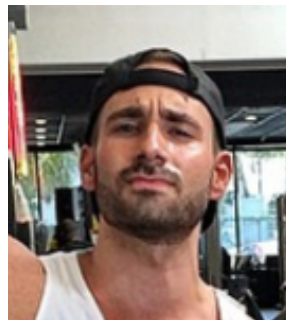
But also someone with chronic back or neck pain

- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

All have some soreness somewhere, and could use some relief

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.



Jackson, 26

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Jackson is a strong and hardworking gym bro.

He goes to the gym every single day. It is his happy place.

He loves the thrill of working hard and getting stronger everyday.

He has an average desk job, he doesn't like it much, but he doesn't care. As long as he has his gym time, he'll be happy.

He spends his days at work thinking about when he gets to go gymming next.

He enjoys watching fitness influencers, learning about new lifting techniques, workouts to try next, meal plans and protein!

He especially loves talking about different supplement types!

He always wanted to go to the gym, and get big and strong! He spent his youth doing various sports, moving between rugby, football, hockey.. Trying everything.

He always did heaps of pushups everyday from a young age, and when he finally got his gym membership, he went over the moon, and started going everyday

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Jackson wakes up every morning, with sore muscles from the last workout he did the night before. But he doesn't care!

He quickly gets up, gears up and heads to the gym, before traffic picks up.

That way, he has all the time in the world to hit the gym and not be late for work.

As he's working out, he sees his gym crush. She's gorgeous, and he wants to talk to her,

But he sees guys all around him, twice his size, and feels inadequate, and unconfident.

But he's strong and tenacious, and uses that as motivation to work harder,

He tries to lift a heavier weight, so he can get stronger and bigger, but his muscles fail him, they just stop working.

He's so sore he can barely move the weight... He reracks it.

Defeated, he barely gets through his workout, feeling all sore and tired everywhere.

At the end of his workout, he either skips stretching because he's late for work, or because he hates it, depending on the day.

As much as all his idols and fitness influencers keep talking about the importance of stretching, he always neglects it.

And even when he does stretch, he always half asses it, or just doesn't do it properly, due to a lack of knowledge.

[side note: include free stretch routine for everyone who buys powercup]

He rushes to his job, and waits for the hours to end... He doesn't care about it, he just wants to get stronger, and get ripped.

He even flirts with his cute coworker, but he keeps receiving mixed signals from her.

He thinks she likes him, but he's not so sure.

He wants to ask her out, but he wants to get stronger and bigger before he does, to make sure that she reeeally likes him,

On his way home, he thinks about how he will get ripped enough to make her panties soil, and to do that he needs to get bigger.

He needs to lift heavier, but everytime he tries to increase his lifts, he struggles and fails miserably.

He's always sore, he's not recovering fast enough, and he knows that.

"I should really start stretching properly" he thinks, "I'll do that tomorrow morning!"

He sees that the gym is open, and decides to go lift some more.

He gets home, does his meal prep, has dinner, and goes to sleep.

He's sore head to toe, it will be a problem tomorrow, but at least his hard work means he's exhausted enough to sleep almost immediately.

- **Values.** What do they believe is most important? What do they despise?

Health: He values his body and his strength more than anything.

To him, the most important thing to him is being as strong as humanly possible, to look like a greek god.

Self improvement: He loves the idea of being the best version of himself, he wants to be big, strong, and can pull any girl he wants.

He hates the idea of being a weakling.

He hates the idea of stagnating, and not achieving his goals.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Soreness and exhaustion he doesn't understand,

He stretches, in his mind at least, but that's not enough.

He uses correct lifting techniques, he eats right, has a bunch of supplements, but for some reason, he's always sore, and that stops him from lifting heavier weights and getting bigger.

Current State

- What is painful or frustrating in the current life of my avatar?

Constant soreness post workout

Their muscles stopped growing

They feel it when they're about to workout

- What annoys them?

Soreness interferes with their schedule and their future workouts

- What do they fear?

Not progressing with their workout plans,

Not getting as strong as they want to be

- What do they lie awake at night worrying about?

They lie awake at night sore

- How do other people perceive them?
- What lack of status do they feel?

He feels weak compared to all the other guys in the gym

He feels inadequate, and unable to attract women that the bigger guys can

- What words do THEY use to describe their pains and frustrations?

I kinda like the feeling of being sore. means I can feel my progress. However, I don't like it when I'm still sore when it's time to workout again....

36 hours later it's almost impossible to lift a cup or sit on the toilet without pain wreaking havoc on all of your muscles.

it used to be so bad for me that it interferes with my workout the next day.

"No pain, no gain" sounds OK but too much pain after a workout is a no no.

always feel soreness on the 2nd and 3rd day, it always f***s up my schedule

Hi! Im 82kg and I do like 200 push-ups every day. I also workout with 40kg dumbbells for like an hour after this. Normally I stop right here but I sometimes do benchpress up to 100kg. Started training again 3 weeks ago. Last time I was training active was a year ago but now I'm all locked in . My muscles have always been growing fast but now I can feel that there is something wrong with my arms. Feels like a bomb is going off inside them everytime I try to lift something. It's kinda turning my worklife a bit upside down at the moment. I work with heavy concrete 8 hours a day.. how can I fix this problem in my arms? Just relax? I hate relaxing 😊 My chest also just quit growing recently. Is this because I'm pushing things a little too hard? What else could it be? I eat like 4kg of pure steak a week. The rest of my meals are bread, potatoes, fish, chicken and eggs. I also drink like 4-5L of water every day. sleep 7-8 hours every night as well. I also take Whey Protein Gold Standard + Big Mass Gainer every day. In the weekends, I'm taking a 3rd shake. It's called "I Am F*cked Up". The one with the crazy clown on the front. I sometimes also drink Creatine when I'm eating, instead of milk or water. So I'm really getting the building materials.

I experience really long doms, upwards of 6 days, for just light to moderate workouts (50 air squats)

My arms are stuck at 90 degrees.

Stretching my arms out straight is literally the worst pain I've ever felt

The problem with sleep is that my muscles are so sore that I can't sleep!

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?

Looking back at old pictures of themselves, unfit and struggling to grow, and comparing them to today, when they are ripped

Progress clips of themselves

Getting a hot gym gf

- How would others perceive them in a positive light?

He would be the one to get comments in the lines of "I wish I had your genetics"

"Bro legit got chills"

- How would they feel about themselves if they made that change?

They get to look at themselves in the mirror, pausing like all the fitness influencers they see

- What words do THEY use to describe their dream

outcome?

stronger and more active than I have ever been and I'm barely 19

I love being sore after workout I feel like I have done very good work

Dream body

Gym bros telling him "just wanna get like you

getting the most from your workouts

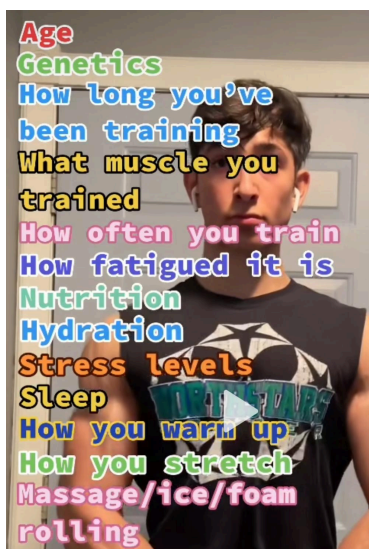
Roadblocks

- What is keeping them from living their dream state today?

Recovery is confusing as

Something that may work for others may not work for them

Factors in a lot of mess:



They need to relax but they hate relaxing

- What mistakes are they making that are keeping them from getting what they want in life?

Not stretching enough, and not recovering their muscles properly, and not knowing what he needs to do to recover properly.

They're not relaxing

- What part of the obstacle does the avatar not understand or know about?

Soreness after the workout is necessary for growth, because it shows that you push yourself.

but being sore all the time doesn't help, it just inhibits your ability to keep lifting consistently

<https://podclips.com/c/9Ze4rR> Post workout soreness is TERRIBLE proxy for exercise quality

Soreness shouldn't impact your gains, and you should still train as consistently as possible,

It's just that training while sore is extremely challenging,

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

If they're no longer sore, and can recover quickly enough for their routine, they can progress faster

Because it will be easier to lift more consistently, and push themselves

I pushed myself too much on my first leg day. I think it's kinda difficult not to push yourself too much in the gym when

everyone around is super fit and pushing themselves also.

merely repeats the same few principles over and over.

Solution

- What does the avatar need to do to overcome the key roadblock?

Stretch their muscle tissues, open up knots, enhance blood flow, stick to the basics they will overcome soreness, and be able to stay consistent much more easily.

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If they:

Stretch and relax their muscle tissues

Open up knots

Enhance bloodflow

Stick to the basics of good sleep, hydration and a healthy diet

While stretching

They will:

Be a lot less sore

Recover faster,

Be able to lift heavier and more consistently,

And feel more confident in themselves.

Product

- How does the product help the avatar implement the Solution?

It gives their muscles a deep stretch, and speeds up their stretching routine

- How does the product help the reader increase their chances of success?

It gives their muscles a deep stretch,

It enhances bloodflow, which allows nutrients to get to the muscles

Which speeds up recovery

- How does the product help the reader get the result faster?

Speeds up muscle recovery

- How does the product help the reader get the result with less effort or sacrifice?

Faster recovery WITHOUT:

Complex stretches

Relaxing

Supplements

Working out WITHOUT soreness, with only a few minutes of using the powercup

- What makes the product fun?

It sucks your muscles, looks really cool, and is relaxing and

comforting to use

- What does your target market like about related products?

They help them recover faster, they relax their muscles

- What does your target market hate about related products?

Cold showers: uncomfortable and annoying

Foam rollers: seemingly effective but annoying and difficult to use,

Can't use on your back without hurting your spine

Needs you to

A) Put your weight on it, with crazy poses

B) Use 2 hands

Massage guns: bulky

Just warms up your muscles, doesn't give them a deep stretch

Sources

- Clients and their customers
- Social media
- Amazon
- Reddit
- Quora
- Google