Market Research Template

Who exactly are we talking to?

>Inexperienced/Struggling Traders

What kind of people are we talking to? (These are just the most abundant people in the target market that I put do

- Men or Women?

>Both sexes, a little more so men though

- Approximate Age range?

>12 yrs - 78 yrs is the average. There are people as young as 12 and 14 and people as old as 78.

- Occupation?

>Men - Tech industry, Physical Labor industry
>Men & Women - Retired in their profession/Business Owners

- Income level?

>Around 100K a year.

- Geographical location?

>All around the world

Painful Current State

- What are they afraid of?

>I was scared to trade, because I have been scammed many times.
>Being wrong in the market

>Losing money in the market

>FOMO (Fear of missing out) on an opportunity

>Fear of leaving money on the table

- What are they angry about? Who are they angry at?
    - angry about consistent losses in the market
    - angry about material not being helpful
    - angry about getting scammed for false information

>These people are angry at the people who sold them the invaluable trading course/program.

- What are their top daily frustrations?
    - (Guess)Seeing their money go down after consecutive trades
    - (Guess)Seeing themselves miss out on a huge opportunity
    - Gets frustrated when they want to trade something that is climbing, but their mind comes up with half

a dozen reasons why it would be a bad idea.

- Struggling to put their emotions aside
- Not staying in trades for the long term
- Not sticking with their long term analysis
- Not trusting themself

- What are they embarrassed about?
- Embarrassed about mistakes they've made in the market
- 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?
- (Guess) I would think that dealing with their problems would make them feel like they aren't capable of making a consistent profit.
- (Guess) Other people in the world would view them as careless gamblers, since those other people who don't know about trading have a very feeble perspective on trading.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- Fear is my biggest one so far such that I take profits quickly and set stops early once contracts go green
- Greed + ego for me. I'm currently going through a cycle where I have one or two great days, then the next day I'll give it all back because I get overconfident and greedy. It's frustrating, because the problem lies 100% with me making psychological trading errors and thinking I'm "better" than my system, which is so dumb. When I review my executions and the charts at the end of these losing days, there were *plenty* of valid setups staring me in the face that would've led to profitable trades, but I get too lax with my entries and too stubborn with my exits.

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?

- Consistent growth on all of their trades

- Smooth and efficient withdrawals

- Gain high profit

- Confidence when trading.
- Who do they want to impress?
(Best Guess) themselves and friends
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- they would feel Appreciative of their life and what has
- So happy with where they are
- life is back on track and feeling good
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- If they were to describe their dreams and desires to a friend over dinner, what would they say?
- this is my first green day in a while and it feels satisfying to finally see the work pay off
- (Best Guess) I wish there was a trading strategy that was consistent in getting me wins.

Values and Beliefs

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

I never believed I would meet a reliable trader again

I thought i had lost it all after falling into the wrong hands so many time

 They don't think many people would want to help them legitimately

- Who do they blame for their current problems and frustrations?
        They blame scammers (found this on FB) and the unpredictability of the market (Best Guess)
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
I have seen and tried different strategies and methods even lost a lot of money while trying
- How do they evaluate and decide if a solution is going to work or not?
        They evaluate it by trying out a strategy and if it keeps losing them money, they deem the solution as irrelevant.
- What figures or brands in the space do they respect and why?
        I am pleased with Mrs Bruce Donna trading platform, they have friendly and enthusiastic brokerage platform
        Mrs Vanessa Medrano is an amazing trader, she steadily lifted me out of financial penury
        Agent Mrs Luna Watson for her excellent, professional work, i am very grateful
Is indeed a real professional hacker If you have been a victim of crypto scam before you can trust Mrs Luna Wtatson
- What character traits do they value in themselves and others?
        Honesty (from FB), professionalism, friendliness, enthusiasm, funny, and sense of humor

- What character traits do they despise in themselves and others?
        Dishonesty, unprofessionalism, rudeness.
- What trends in the market are they aware of? What do they think about these trends?
        (Best Guess) They're aware of the unpredictability of the stock market. Most of them think it's quite scary, while others are too greedy.

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