

Market Research Template

Who exactly are we talking to?

part-time investors, retail traders, people looking to start investing, people looking for financial freedom, people looking for bitcoin and ethereum alternatives.

What kind of people are we talking to?

- Men or Women? both
- Approximate Age range? 20 - 35
- Occupation? 9-5 jobs, retail investors (for the most part)
- Income level? average, a bit above average
- Geographical location? anywhere where crypto investing and trading is available

Painful Current State

- What are they afraid of?

FOMO, not catching the bull run, getting liquidated, getting scammed

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

themselves for not believing in crypto, not having the guts to invest in crypto, not taking action, FOMO

- What are their top daily frustrations?

underpaying jobs, lack of financial freedom, retirement plans

- What are they embarrassed about?

getting liquidated, losing their savings, making bad investment choices

- 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 often gives them frustration because their not making progress, anxious, afraid of making the wrong choice (aka investment), nervous in taking action. people think their wasting their time, that their getting scammed, crypto has no future, get a job

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

I dont know if i should invest or trust this article/video/page/post. I dont want to lose my money buit Im also eager to increase my amount .

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?

millionaires, crypto investing geniusness, fancy cares, big house, not having to work anymore, financial freedom, laying on the beach feeling successful, proud and at ease with ife and themselves.

- **Who do they want to impress?**

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

earn passive income online and retire comfortably, make 2000 a week. They would feel excited and happy

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

If only i could catch the next bullrun and make millions. It would make my life a dream come true.

Just wanna invest in a small cap token and 1800x my investment amount.

Values and Beliefs

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

they are uneducated in cryptoverse, they lack action, they are afraid of getting scamed

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

themselves for FOMO

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

Those who have fel for scams or made a decision that was bad because it had no real backproof.

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

they seek validation online in comments from other people

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

anyone who present proof and more knowledge than they have about crypto gains and how to invest/trade

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

ambition, different world view than others, smarter, better



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

FOMO, lack of action, fear in general, nervousness, lack of judgment,

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

bitcoin halvings, ethereum halvings, bull and bear market conditions, small cap tokens potential.

they believe it to be a way to financial freedom, they give in to the current trends in the market.

don't invest in bear and do in bull markets

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

