

Market Research Template: Understanding the Target Audience

4 Questions:

Who are we talking to?

We are talking to people who want to get into shape and want some expert to guide them in that journey.

Where are they now?

Currently, they are at level 3 of market awareness. They know that they need to solve this problem (Get in shape). They know that the solution is to seek guidance from a trainer and train with him. They are not aware of the product(Which is my client).

What action do I want them to take?

I want them to follow and preferably send a dm after seeing my Insta ad. **What do they need to think in order to take that action?**

They need to believe that my client is credible. They need to believe that my client is the best way to reach their desired state and alleviate their pain.

Demographic Profile:

- Gender: The target audience comprises individuals of both genders, acknowledging that both men and women may face similar challenges and seek solutions in the realm of fitness and wellness.
- Age Range: Ranging from 18 to 55 years old, this demographic spans a broad spectrum of life stages, from young adults entering the workforce to individuals balancing career and family responsibilities.
- Occupation: The audience includes students and those engaged in traditional 9-5 jobs, reflecting a diverse range of lifestyles and daily routines.
- Income Level: With an average income level, this audience seeks accessible solutions that align with their budget constraints while still providing value and effectiveness.

- **Geographical Location:** Primarily based in Milan and Como, this demographic represents urban and semi-urban areas where access to fitness resources and support may vary.

Painful Current State:

- **Fears:** Individuals within this audience grapple with various fears, including the fear of making mistakes in their fitness journey, feeling isolated and alone in their struggles, doubting their own capabilities, facing negative self-talk and criticism, fearing judgment from others, and the fear of failing to achieve desired results.
- **Anger:** Many members of this audience experience feelings of anger, particularly directed towards themselves, stemming from embarrassment and self-disgust over their perceived lack of fitness and health.
- **Daily Frustrations:** Obesity-related pain, lack of knowledge about effective fitness strategies, struggling to find motivation to initiate and maintain a fitness routine, battling mental health issues related to body image and self-esteem, experiencing self-doubt and insecurity about their weight and appearance, and feeling overwhelmed by temptations and challenges in maintaining a healthy lifestyle.
- **Embarrassments:** This audience feels embarrassed about their physical appearance, their lack of knowledge and understanding about fitness and nutrition, and their perceived failure to meet societal standards of health and fitness.
- **Impact on Self-Perception:** Dealing with these challenges leaves individuals feeling inadequate, unworthy, and incapable of achieving their goals, resulting in a negative self-image and a sense of disappointment in themselves.

Desirable Dream State:

- **Ideal Outcome:** Members of this audience dream of achieving their desired body shape and fitness level, feeling confident, proud, and validated in their achievements.
- **Desire to Impress:** Their desire to impress stems from a desire to prove themselves capable of achieving their goals and earning the respect and admiration of their peers and acquaintances.
- **Emotional State:** Living in their dream state would evoke feelings of pride, self-confidence, and fulfillment, knowing that they have overcome obstacles and achieved their desired level of health and fitness.

Values and Beliefs:

- **Current Beliefs:** This audience believes in the importance of fitness and health but struggles to implement sustainable lifestyle changes due to various barriers and challenges.

- **Failed Solutions:** Past attempts to address their fitness and health concerns have often ended in failure, primarily due to a lack of knowledge, motivation, and support, as well as an inability to maintain consistency and discipline.
- **Evaluation of Solutions:** They evaluate potential solutions based on their perceived effectiveness in addressing their specific challenges, with a focus on solutions that prioritize mindset, motivation, and personalized support.
- **Respected Figures/Brands:** They respect individuals and brands that offer genuine support, expertise, and guidance in the realm of fitness and wellness, valuing authenticity and credibility above flashy marketing tactics.
- **Valued Traits:** Determination, resilience, and self-improvement are highly valued traits within this audience, as they strive to overcome obstacles and achieve their goals.
- **Despised Traits:** They despise traits such as laziness, lack of accountability, and self-neglect, recognizing these as barriers to success in their fitness journey.

Awareness of Market Trends:

- **Awareness:** While aware of emerging fitness trends and innovations, they may approach these trends with skepticism, preferring solutions that are grounded in practicality and proven effectiveness.

Additional Information:

- **Personal Testimonies:** Personal accounts from individuals within this audience reveal a common struggle with weight gain, lack of motivation, and feelings of hopelessness, underscoring the need for effective and sustainable solutions.
- **Desire for Validation:** They yearn for validation and recognition of their achievements, seeking acknowledgment for their hard work and dedication to their fitness goals.
- **Recognition of Importance:** They recognize the importance of mindset and dedication in achieving success, understanding that true transformation requires a holistic approach encompassing physical, mental, and emotional well-being.

By providing a detailed exploration of the target audience's demographics, pain points, desires, values, beliefs, and awareness of market trends, this market research template offers valuable insights to inform the development of tailored solutions and messaging that resonate with their needs and aspirations.

AVATAR:



Name : Sara

Age: 30

Mini-Life History:

Sara's journey has been marked by pain and struggle, stemming from childhood experiences of bullying and body shaming. Since a young age, Sara has endured hurtful words and cruel taunts from her peers, who labeled her as "fat ass" and "porky." These hurtful remarks left deep emotional scars, fueling Sara's feelings of inadequacy and self-doubt.

Growing up, Sara battled with her weight, trying various diets like keto in a desperate attempt to conform to societal standards of beauty. However, despite her efforts, she found herself trapped in a cycle of disappointment and frustration as none of these methods yielded lasting results. The relentless pursuit of an idealized body took a toll on Sara's mental health, causing her to struggle with anxiety and low self-esteem.

Throughout her life, Sara's pain has been compounded by her tendency to prioritize the opinions of others over her own. Constantly feeling judged and scrutinized, Sara internalized the belief that her worth was determined by her appearance, leading to a crippling fear of rejection and abandonment.

Despite the challenges she has faced, Sara possesses a burning desire for change. Fed up with living under the shadow of societal expectations and tired of feeling trapped in her own body, Sara yearns for liberation and self-acceptance. She longs to break free from the shackles of insecurity and embrace her true worth, unbound by the constraints of external validation.

At her core, Sara values authenticity and inner peace above all else. She dreams of a life where she can confidently express herself without fear of judgment, where her worth is defined by her character and resilience rather than her physical appearance. With determination and courage, Sara embarks on a journey of self-discovery, seeking guidance and support to reclaim her power and rewrite her narrative.

A Day in Sara's Life: Daily Frustrations and Inner Turmoil

Every morning, Sara wakes up with a heavy heart, dreading the day ahead. As she reluctantly drags herself out of bed, her reflection in the mirror serves as a cruel reminder of her perceived flaws and shortcomings. The sight of her body triggers a wave of self-loathing and frustration, fueling the relentless cycle of negative self-talk that plagues her mind.

Throughout the day, Sara navigates a world filled with triggers and reminders of her insecurities. Every glance, every passing comment, feels like a piercing arrow aimed at her fragile sense of self-worth. The weight of societal expectations bears down on her shoulders like a suffocating cloak, suffusing her with a sense of shame and inadequacy.

In her interactions with others, Sara wears a mask of forced cheerfulness, concealing the torrent of emotions raging beneath the surface. She laughs along with her friends' jokes, all the while wincing at the familiar sting of derogatory remarks about her appearance. Each moment of laughter is tinged with bitterness, a bitter reminder of the facade she must maintain to avoid scrutiny and judgment.

At work, Sara struggles to concentrate amidst the constant barrage of negative thoughts that plague her mind. The pressure to perform weighs heavily on her shoulders, exacerbating her feelings of anxiety and self-doubt. Despite her best efforts, she can't shake the nagging fear that she'll never be good enough, that her worth is intrinsically tied to her outward appearance.

As the day draws to a close, Sara retreats to the solitude of her room, seeking solace in the darkness. Alone with her thoughts, she allows herself to surrender to the overwhelming tide of emotions that threaten to consume her. Anger simmers beneath the surface, a fiery rage born of years of pent-up frustration and resentment.

In the depths of her despair, Sara clings to a flicker of hope, a desperate longing for change. She yearns for a life free from the shackles of self-doubt and insecurity, where she can embrace her true worth without fear of judgment or rejection. Despite the darkness that threatens to

engulf her, Sara clings to the belief that there is light at the end of the tunnel, a glimmer of hope that keeps her fighting for a better tomorrow.

- COPY

How to get in the best shape of your life with training methods that only few know?

Are you a “**MOTIVATED**” individual but lack the guidance to achieve your physical goals and inspire your family?

This is not any “Fad diet” OR “Quick Fix” solution but in “**90 DAYS**” You will be amazed with what you can achieve.

If you have reached a point where you can't look yourself in the mirror without being embarrassed, I am here to help.

My name is Roberto Eusebio...

I am a former national champion and since past 30 years I have helped 100s of people to achieve their dream physique.

With over 190+ 5-star reviews, People trust me when it comes to training.

Now is your time to be serious... Either take the action OR Make excuses.

Follow me and send a “DM” so we can talk about your physical goals....

Talk to you soon.....