

# Research Template

TOPIC one legged golfer

## Target Market

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

Someone who wants to improve on his swing. Power and accuracy. Reduce handicap. This person has played golf for many years but cannot seem to improve.

- Who are the best current customers, with the highest LTV?

Professionals or semi professionals who are looking to go pro. Someone who plays regularly. Mid career or retiree with money

- What attributes do they have in common?

## Avatar

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

Kevin 38 tanned

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

His friends got him into golf. But finds he could never keep up with them. He is shy to ask them for help so wants to 'secretly train' and surprise them with his new-found skill.

- **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.

Weekend warrior. Works hard n the week. Joins his buddies for a few hours on the weekend

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

Frustrated if he cannot get things right. He holds himself to high regard.

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

He wants his friends to be impressed

## Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

He cant seem to improve no matter how many hours he practices.

## 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?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?

- What words do THEY use to describe their dream outcome?

To be able to hit the ball with precision and consistency. Have confidence in the game. Turn professional.

## Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Lack the skill. No time to practice long hours. No coach to train with. His mantra 'Practice makes permanent. Perfect practice makes perfect.' problem is, he doesn't know how to improve. Wants to learn by himself.

## Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

If he had someone to guide and assess his stroke, he would surely improve

## Product

- How does the product help the avatar implement the

Solution?

- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

Affordable considering how expensive golfing is already. Money back guarantee. The ability is already there. He just needs to harness it properly. No additional gimmicks or aids. Techniques are easy to understand. Its advice from someone who was once like him.