

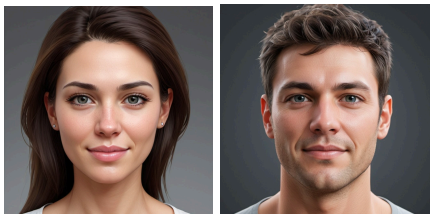
# Market Research Template

Who exactly are we talking to?

Men and women, 20-50 years old, who want to fix health issues, boost vitality, and reverse aging (part of them are clueless about health, the younger part knows more)

What kind of people are we talking to?

- **Men or Women?**  
Both
- **Approximate Age range?**  
20-50 years old



## Painful Current State

- **What are they afraid of?**
  - Aging
  - Cancer
  - Disease
  - Health issues are getting worse
  - Never reach high vitality
- **What are they angry about? Who are they angry at?**
  - Conventional medicine
  - Big Pharma
  - Big Beauty

(In simple terms: cooperations with the purpose of worsening their health)

**What are their top daily frustrations?**

  - Health keeps getting worse
  - Try different hacks out -> nothing works
- **What are they insecure about?**
  - Wrinkles
  - Skin less elastic
  - Signs of aging
  - Rashes
  - Acne

**What are they embarrassed about?**

  - Being overweight
- **How does dealing with their problems make them feel about themselves?**
  - Hopeless and frustrated

- Depressed -> don't get fixed their health problems
- **What do other people in their world think about them as a result of these problems?**
  - Kept pretty quiet, others don't really know about their health issues
  - Otherwise, others judge them for being overweight, having acne, etc. (external problems that you can SEE from the outside)

## Desirable Dream State

- **What would it look and feel like if they could wave a magic wand at their life and change it immediately into whatever they want?**
  - Men: Six-pack/abs, low body fat, muscles, bursting with energy, clarity and positivity.  
Feeling and looking good overall, good hairline, skin, no purple eyes, high testosterone.
  - Women: looking younger (more than men), flat stomach, big butt, bursting with energy, clarity and positivity, good hormone balance.
- **Who do they want to impress?**  
Co-workers, partner -> -> pursuit of pleasure
- **How would they feel about themselves living in their dream state?**
  - Happiness, satisfaction, joy, confidence, peace; Biggest one: self-confidence
- **What do they secretly desire most?**  
Pursuit pleasure with the partner
- **What is the one thing they are the most desperate for?**  
Sex

## Values and Beliefs

- **What do they currently believe is true about themselves and the problems they face?**  
*"I'm never gonna fix the problem, gonna age anyways..."*  
Joint pain, fatigue, and other symptoms are "normal" as you age -> cannot be reversed
- **Who do they blame for their current problems and frustrations?**
  - Older generations -> doctors fault,
  - Audience overall -> all of them: parents for not having raised them in a certain way
  - Anyone they can
- **Have they tried to solve the problem before and failed? Why do they think they failed in the past?**
  - Various programs, ebooks,
  - Diets: keto, paleo, vegan,
  - They think they failed because the solution failed them  
E.g. Try x thing out, doesn't work. Blame x thing that it hasn't given them y results.
- **How do they evaluate and decide if a solution will work or not?**  
If it gives them the results they want or not.
- **What figures or brands in the space do they respect and why?**  
(?)
- **What character traits do they value in themselves and others?**  
Honesty, integrity, clear communication

- **What character traits do they despise in themselves and others?**  
Flakiness, laziness, lying,
- **What trends in the market are they aware of? What do they think about these trends?**  
Carnivore, Keto, Vegan, plant-based, tallow-based beauty

## 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 know who matches the target market
4. People overshare their thoughts and feelings online
  - a. YouTube (Comments & "My journey" type of videos)
  - b. Twitter
  - c. Facebook
  - d. Reddit
  - e. (Niche) Forums
  - f. Amazon.com Reviews
  - g. Yelp and Google Business/Maps Reviews