

# MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

## Generally, What Kind Of People Are We Targeting?

- Men or Women?

Men

- Approximate Age range?

18-25

- Occupation?

School/Low-paying temporary job.

Income level?

2k/month

- Geographic location?

Winooski VT, Milton, South Burlington, Burlington, Essex

## Painful Current State

- What are they afraid of?

They fear being viewed as weak, being made fun of, being a pushover, and not being taken seriously. Cowardice is the main reason they are the way they are. They are afraid of failure, to the point where they will give up before they even start on a task. In this case, the task is to become a respected man through learning to fight. He fears losing more respect because he is falling behind his peers in personal growth or self-improvement.

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

They are angry that they are not taken seriously by others. They are furious that peers disrespect them and are angry at themselves for being scared to take significant risks because of the possibility of failure. **They are angry that they are afraid of failure to the point where they will give up before they even start on a task.** He is furious that he hasn't taken action to do activities like boxing for his personal growth and his reputation among his peers. Back in the day, I wanted to try out for the football team and prove to my buddies and the girls that I was tough and brave. I wanted to have another skill. I was scared about what others would think about me, as I had never played football. I was scared that I would be made fun of by my teammates, and in the end, I didn't try out.

- What are their top daily frustrations?

Being viewed as weak. Being disrespected. Being ignored in conversations. Being talked over and ignored. **Missing out because they are afraid of failure.** Having a low self-esteem

- What are they embarrassed about?

The thought of not being able to defend themselves/others is embarrassing. They are embarrassed that they are weak and are not valued as highly as they would like to be by their peers. He is ashamed that he is not improving at the rate of his peers. **They are embarrassed about their cowardice in the face of significant challenges and potential monumental failure.**

- 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?

To deal with their problem, they will feel like they are at the top of the world. They will have improved self-worth and familiarity. Others will know that they fight and respect them more for it. He will also feel fulfilled, as he has majorly improved himself and gotten ahead of his peers. He would then be viewed as strong and able to protect himself and others. He would feel like he would never fail again thanks to improved self-belief through boxing.

- What would they say if they were to describe their problems and frustrations to a friend over dinner?

Man, I want to get better. I've always had good ideas but never really followed through with them. I saw this ad for a boxing gym, and I might give that a try. I think it will help set me up for whatever I want to do.

- What is keeping them from solving their problems now?

The fear of potential failure keeps them from taking on this big challenge to fulfill their personal improvement occupation and gain respect from peers. They don't know how to fight and don't know where the best place to learn is. They are scared to step up and train/get hit. They fear being insulted, as they have never done it before. There is too much unknown down the road of boxing, so they have not committed to it.

## 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 and feel like?

They would have a solid physical body and would have fought many fights. They would be a great fighter with an impressive winning record. When they walk into a room, it is known they are a great boxer, and

everyone respects him. Deep in his soul, he feels confident and has an improved sense of self-worth because he knows he can overcome any challenge that comes his way. His belief in his ability will overcome the fear of failure. There is also comfort in knowing that the people he is with value his presence. He understands he stood up and did something hard when he was younger and knows that is why he is in the position he is in now. He overcame mental barriers, build discipline, and achieved physical and emotional mastery, all because he stepped up one day.

- Who do they want to impress?

They want to impress their peers, but specifically their close friends. He wants them to see him as solid and dependable. He wants them to respect him for his hard work to become a better man. He wants to impress himself and regain his feeling of self-worth.

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

They feel as though they have mastered themselves. They would feel confident and happy that they are now taken seriously. They would feel powerful because they overcame a great challenge and are now a better man. They desire respect from anyone they meet. Secretly, they desire great self-improvement that earns back the feeling of self-worth and respect.

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

I want to step into a boxing ring and win fights like it's nothing. Someone has a problem. Someone wants to fight? Boom. I win. Not only that, but I also hear that boxing builds mental toughness, which would benefit me.

## Values, Beliefs, and Tribal Affiliations

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

They believe they need to improve themselves to regain their self-worth and gain respect from their peers. They believe boxing is challenging and are scared to take on the challenge because they want to succeed. They are nervous about fighting and need to figure out how to take the first step and start training. They fear failure and making a fool out of themselves in the first few days, then quitting later. They are afraid of lowering their status instead of raising it. They are afraid of getting hit in the face. They believe this is a viable option for solving their problem. They feel disconnected from their friends, and the brotherhood is lacking. He wants to find that in boxing.

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

Themselves. They were scared and did not do what they wanted to do in the past. This frustration of missing opportunities, thanks to being scared to start, creates the problem of others not believing in and respecting them. He now feels he needs to take on some form of self-improvement to earn back the respect and create self-worth.

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

They have tried to solve the problem of their tribe not respecting them. In high school, they thought the best way would be to play a sport. They feared failure and made a fool of themselves in the first few days, then quit later. The fear of lowering their status instead of raising it made them not even try. This, coupled with his girlfriend leaving him, has lowered his self-worth, and he now wants to get it back.

- How do they evaluate and decide if a solution will work or not?

They consider possible changes to their reputation, the challenge of the task, and whether they think they will stick with it when it gets hard. They also consider whether it will be fulfilling and whether there is a strong community to join.

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

They only know a few figures or brands. They respect King James because he is a seasoned veteran who will guide you down the street of boxing. He will correct your mistakes, move at your pace, encourage you to stick with it, and he won't give up on you. He offers one-on-one training so other people can't see you look silly so you can get a feel for it before you tell others, but most of all, he will coach you to become a great boxer like himself, who is respected in every realm of human endeavor. King James also has many members in his tribe who work together to become better boxers.

They respect Mike Tyson and Mahammad Ali for being the best to do it.

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

Hard work, bravery, honesty, kind, god fearing, respectful but firm, family man, dedication, strength, respect, attention, value, encouraging, adaptability, discipline, brotherhood

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

Laziness, pointless acts of malice or hostility, no backbone, disrespect, a bitch, unkindness,

cowardice, fear, failure. Loneliness

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

They are likely not very familiar with the market. They just want to improve themselves and gain status through fighting. They know about fighting gyms, but the path to greatness is a little fuzzy, and most street lamps along the road to greatness are not light. They know that they would need to train consistently for a while to get good.

- What “tribes” are they a part of? How do they signal and gain status in those tribes?

They are a part of the traditional masculinity tribe. They signal status through women, money, brotherhood, and physical strength.

They are in their family tribe. He greatly respects his parents' opinions. In this tribe, they all care for each other and live together. When he is with his family, he feels safe and secure. His parents are worried for his health and safety when boxing, but Anthony feels that earning back his self-worth and respect from his peers is a greater problem than a couple of concussions.

They are in a tribe with his friends. They all get together and have a good time, but Anthony will come out on the wrong side of a joke occasionally. This annoys him greatly as he is the only one that this happens to, but he is afraid to bring it up. He knows it may lead to conflict, and he is the smallest of all his friends. He feels that learning to fight will stop these insults. He has fun in this tribe, but his self-worth goes down a little every time they make fun of him like this.

They are in a tribe with the people at their job. In this tribe, hard work and social skills are valued. Boxing fills both, and he thinks that it could help him when he is there. This could be when performing the job and socially with his co-workers.

## **ROADBLOCKS**

He wants to do something that will improve himself and make others respect him. He is scared that he will go in and look foolish in the beginning, but he finds out that it is not for him and quits. He would then lose respect instead of gaining it. They know about boxing gyms, but the road to becoming a fighter to earn respect in the street is dim. Not many of the street lamps on the road to success are lit. King James may be too expensive for them. They may not believe in themselves.



Name: Anthony

#### Background Details

- He was disrespected and did not stand up for himself through high school
- He used to play sports but has since been cut
- He wanted to pick up a new sport but was too scared.
- He had a girlfriend that left him for another man
- He has a couple of good friends who he has known for a long time
- He has a mom and dad who care about him
- He cares for himself and has good hygiene
- He takes a lot of crap from his friends (gets shit on the most in his friend group)

- Goes to the gym every once in a while(3 days a week at most)

Day in the life:

- Wakes up at 7:30
- showers/shaves/takes care of himself
- Eats breakfast
- Goes to school
- He comes home and plays video games. He may also hang out with his friends or do his homework. May go the gym
- He eats dinner with his family and does a family activity
- Goes to bed