

# Market Research Template

Who exactly are we talking to?

## What kind of people are we talking to?

- Men or Women?
- **BOTH**
- Approximate Age range?
- **25+ (Later UNIVERSITY Graduation)**
- Occupation?
- **9 to 5 job**
- Income level?
- **ABOUT £2000/mo**
- Geographical location?
- **EU/US/UK**

## Painful Current State

- What are they afraid of?
- **Going in-debt of NOT paying off the “STUDENT LOAN” OR Financial Problems**
- What are they angry about? Who are they angry at?
- **Not EMOTIONALLY prepared for the job. They found them annoyed and nervous**  
**When they are put in the field of work WITH ZERO EXPERIENCE.**
- What are their top daily frustrations?
- **Anxious; don't know what to do - LOST, in a fear of losing the “job”**
- What are they embarrassed about?
- **type of actions to be taken on what situation. Pressure from the management AND Submitting TASKS “on-time”**
- 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?
- **They are DISRUPTED with others' words, “Oh, you're off track to your career” promptly**  
**When they are about to fix themselves. Eventually, society disregards and denies their Recognition so that the person realizes that he's going against the “rules of 9-5”.**

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- **They will just start to slam off the issues straight to their friends: "Bro, look I'm a uni graduate. Get £2k/mo and can't even think of buying an iPhone. Need to pay off the freaking STUDENT LOAN. I know a kid who's just 16 - didn't go to uni and is earning £30k/mo and even has a Lambo. How The hell do I get rid of my current situation bruv?! End of the month, I fear I will face POVERTY or I GET FIRED from my current job."**

## 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?
- **They'll be desired to get a LOT OF MONEY and a lot of SUPERCARS along jets, yachts**
- And MANSION.**
- Who do they want to impress?
- **Impress their family members that he didn't get rich through UNI and 9-5.**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?
- **They are more likely to feel CONFIDENT and enormously strong. Surely, they're Hyped to invest more and make new income streams.**
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
- **"I'll have a huge upercars along mansion. 30 S a private jet which I'll use to get onto my Own flight with zero delays. A yacht where I'll relax on the Atlantic."**

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
- **They think they are SUPER CONFIDENT and can make millions at a click. However,**
- They fail, when they arrive at the battle field and realize that they do not have weapons.**
- Who do they blame for their current problems and frustrations?
- **Mostly, parents are blamed due to the wrong direction of getting successful in the life.**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
- **They tried to solve it, but they lost their hope and reverted back to their previous life.**
- This maybe, due to their lack oence OR they think they aren't perfect for it.**
- How do they evaluate and decide if a solution is going to work or not?
- **Most people implement an action with NO PLAN. There's no backup. They simply Expect a miracle and by that they'll become "TRILLIONAIRE"**

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

- **Figures and Brands like: TOP Successful people.**

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

- **Confidence, concentration, patience, High-tone**



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

- **Lier, not self-perspicacious, the one who says “I’m not motivated”, fat & obese, Believes in 9-5 successful**

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

- **They AREN’T aware of any BUT hyped about being rich rather than “WEALTHY”**

## 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

