

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? **Men**
- Approximate Age range? **20 to 35**
- Occupation? **Any kind, regular jobs**
- Income level? **Between 10k and 30k a year**
- Geographical location? **USA, New York**

Painful Current State

- What are they afraid of?

They are afraid they will be stuck in their regular 9-5 jobs, they are afraid they will never be rich and successful, they are afraid they will never make the money they want, they are afraid that they will always be dependent on their jobs and not have financial freedom. Afraid of being broke, not able to afford things they want...

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

They are angry about themselves because they are not making enough money. They are angry about the fact that people their own age or younger are making ridiculous amounts of money and they don't and want to know how.

- What are their top daily frustrations?

Work in a lame job all dealing with stress, anxiety, boss... They are tired of working to build others people wealth,

- What are they embarrassed about?

They are embarrassed about the fact that they can barely make it through the month(rent,utilities, food...),

- 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 don't believe in themselves and are completely lost and not sure what to do. They feel angry and frustrated because they are not living the life they want.**

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

They would say that they can't handle a regular job anymore and that they would need to do something in order to change their lives, they would say to them they would start something new in order to make more money...

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 would become the man who is described in the beginning in this sales copy. A successful and wealthy individual who is financially independent and makes tremendous amounts of money and can provide for his family. A happy life with no worries.

- Who do they want to impress?

They want to impress their friends, family and probably everyone around them and probably they want

to impress themselves the most.

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

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

They would feel happy, satisfied, proud that they finally made it and don't have to worry about money anymore. Their biggest secret desire is being able to buy anything they want. They would tell their friend that they want to break free from their slave jobs and become millionaire. They would say that they can't handle this anymore and that they will do everything necessary in order to become successful. They would say that they would buy a new fancy house and a nice car, date hot women and take them to fancy restaurants...

Values and Beliefs

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

They know they are an average man living an average life, but they want to change that, they see others living their dream lives and they know they need to do something in order to achieve it. They know their potential but are not sure how to start.

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

They mostly blame themselves.

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

They've probably tried many things and failed because they had no idea how to actually start (business, investing etc.)

- How do they evaluate and decide if a solution is going to work or not?

They know that it can work out, but are not sure if they are ready to do what is necessary.

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

They respect those who are disciplined, hardworking and successful because they desperately want to be like them.

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

They value their ambition, curiosity, and kindness. In others they value courage, confidence, perseverance...



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

Their insecurity, lack of confidence, shyness, self-criticism.

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

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

