

# Market research mission

Millionaire morning by craig ballantyne



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## Target audience

- Men/women
- 18-35
- Any occupation
- Any income level
- Any location

## Current state

- They are afraid of not meeting the expectations of life.
- They are longing for a life of freedom and to spend more time with family but their unorganised schedule/work life is in the way of their goals.
- Their daily frustrations are ever being able to get ahead of their work and day in general.
- Dealing with their problems gives them a sense of pride/success and other people compare themselves by feeling relieved that they don't have such a crazy unorganised life.
- They are not happy with the life they are leading as it takes time away from family, friends, vacations and just enjoying life in general.

## Dream state

- Their dream life is one of which is stress free, more family time, relaxation, functional family life, happy boss and disposable income.
- They want to impress their friends, family, and work peers.
- Their ideal life would be less work, more time to relax and spend time with family on a nice day outside in the sun with happy people around.
- They just want a break from the busy work/life schedule they want a way to break from their current situation and to revamp their life.

## Values and beliefs

- They currently don't think they have the ability to lead a successful life
- They blame themselves for the situation they are in as they feel they don't know how to move forward in life.
- Yes they have tried to solve the problem before but failed as they did not have the tools to complete this transformation.
- The way they decide if something is going to work is very shallow. They want an easy win to get them rolling on their path to success.
- They despise their lazy work ethic and wish there were a way to change that.