

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Most likely both

- Approximate Age range?

18-30

- Occupation?

Making money

- Income level?

0 to millions

- Geographical location?

e-book

Painful Current State

- What are they afraid of?

They are afraid of not fulfilling their dreams and to be recognized as slaves, disappointment for their family and for themselves.

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

They are angry about the system

- What are their top daily frustrations?

Working to 9-5

- What are they embarrassed about?

Not having the life they wanted

- 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 think they are wasting their time and will not succeed in life

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

Im tired to work for this job,i want something more,that's not what i wanted when i was a kid

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?

- Who do they want to impress?

Other people, and the people who don't believe in them

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

To succeed in life and live their dreams

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

I want something more in this life,i want to have a lot of money,make my family proud and have my dream car

Values and Beliefs

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

They know they cannot achieve their dreams working on a 9-5 job

They face a lot of problems,paying the rent,explore the world,not enough money to buy nice clothes,to buy food,to take their children a toy.

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

Mostly they blame their family,their life,and the most important they blame god

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

They tried a lot in the past to solve the problem,but when they hear about hard work and long time to make it,they just simply quit.

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

They most likely want to be millionaires after night and with a little to zero work

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

They respect a person who works hard and it's dedicated,and the most important,he shows he is a millionaire

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

They value their motivation and skills abilities



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

Being lazy and undisciplined

- 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

