

Market Research Template

“This scientifically-balanced focus pill is the closest thing to inspiration in a bottle”

Who exactly are we talking to? Im tal

What kind of people are we talking to?

- Men or Women? **men/women**
- Approximate **Age range? 19-45**
- Occupation? **Working from home or stressy job**
- Income level? 5000-12000 **egyptian pounds**
- Geographical location? **All over the world**

Painful Current State

- What are they afraid of? **They're afraid that their loose of focus can damage their life physically or financially**
- What are they angry about? **Who are they angry at? Angry about struggling to execute ideas or even finding ideas**
- What are their top daily frustrations? **Too much pressure from work, family, not finding creativity**
- What are they embarrassed about? **Embarrassed abt not being able to focus more than 10-20 mins probably**
- 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? **It makes them feel so much distracted between the tabs and social media / ppl in their life would think of them as a person that is unworthy of responsibilities that need focus**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **Im really stressed from work for the past whole month i can't really focus on my daily tasks just the bing,ding on the phone can't leave me to work one whole good work session i wish i can just be able to focus more on the task on hand**

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? **It would be getting their concentration and mental deep flow in work and finishing huge tasks in a clockwork they would be feeling amazingly alert and energized at work**
- Who do they want to impress? **Probably their work boss as they can achieve so much in work with mental focus**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **They would feel confident abt the value they gonna provide in work and the tasks they would finish so they can get free time for themselves “guilt-free time” / they desire finish so much tasks**

EFFECTIVELY so they get a promotion or to be better than everyone else in work

- If they were to describe their dreams and desires to a friend over dinner, what would they say? **“Just imagining it to having the willpower and the discipline to finish my daily tasks at work in the morning cuz all i just want in the early morning when i get to work is just to go back to my bed and lay down and sleep”**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? **They believe they're SO MUCH distracted and can't brainstorm good ideas into work cuz they don't have the mental focus for it**
- Who do they blame for their current problems and frustrations? Probably themselves, work boss
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **Yes many times, but they fail every time cuz they have the urge to hold the phone or just do smth that stimulates their brain, they're not disciplined enough**
- How do they evaluate and decide if a solution is going to work or not? **When they find it's science-bases, lots of testimonials and proof, they actually try it**
- What figures or brands in the space do they respect and why? **They respect figures like andrew tate cuz he still grinds with focus everyday despite all the distractions and they wanna be like that in work**
- What character traits do they value in themselves and others?



- What character traits do they despise in themselves and others? **They despise the lack of focus and attention they have at work or any mental work**
- What trends in the market are they aware of? What do they think about these trends? **Mind lap pro, lifelike products they think of it as really good products also**

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

