

# Research Template

For The Wall Street Journal example copy

## Target Market

- What kind of person is going to get the most out of this product?

Young beginner businessmen and investors

- Who are the best current customers, with the highest LTV?

Investors, Entrepreneurs, Business owners 23-35 yo

- What attributes do they have in common?

Money oriented, mostly male

## Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Michael, 24, average height, Dark hair - side part, White

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

from a low-middle class family, parents split up, now in college, senior year, independent, working a decent job they don't like that much, ambitious and aspiring to be successful, aspirations to retire their mother

- **Day-in-the-life.** If you can get a rough idea of what the



average day in their life looks like you will be able to relate more easily to them.

College classes, run in the morning, uber eats food at home while reading/studying, meet up with a couple friends in the evening in some public place/evening shift at work

- **Values.** What do they believe is most important? What do they despise?

Success, money, freedom, status, proving people wrong

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Social pressure to be successful, inspired by some figure like Jordan Belfort, Warren Buffet or Steve Jobs

## Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?
- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?

Most difficult part about this current market environment for new investors, is filtering out the good from the bad. Just because a company is down 50%+, does not make it a sound investment. Do your OWN due diligence & invest in great companies or IFs/ETFs.



I just want to say that through my whole life, my whole education process, no one gave me as much information and as much great life advices as you Ali in this 20min video, just want to say thank you for sharing this wholesome content for us.

I wanna become an entrepreneur but my all friends have ignored me. They have a great exhilaration in avoiding me. I started to realize that thee people whom i thought that they were mine started avoiding me because they realized that they don't need me. I started to fight with my life and this video gives me a great inspiration.

(hard to find information, unsuccessful, tired of standard education, lack of respect from people that they're close with)

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?
- What words do THEY use to describe their dream outcome?

Roughly \$120K in my portfolio are in tech/TSLA stocks, can I get an advice on any other stocks that I can acquire to diversify my reserve across multiple markets while creating a comprehensive portfolio allocation that balances my concerns of risk aversion and returns that meet yearly inflation.

My biggest dream is to become an entrepreneur and change



the world...

fantastic video Everybody wants to be financially independent and live a better life. With savvy investing, an inexpensive lifestyle, and diligent budgeting, this is not difficult to do. I'm glad I realised early on that achieving financial freedom requires hard work.

My main wish/priority is to retire my parents, which will happen

(success, lots of money, financial freedom, respect)

## Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Where do you draw the line whether it is giving up or cutting losses?

As a major exporting country, we entered a recession as a result of the global economic downturn. You need to be able to examine everything you've done in the past when there is a recession.

Uncertainty... it took me 5 years to stop trying to predict what bout to happen in market based on charts studying, cause you never know. not having a mentor cost me 5 years of pain I learn to go we're the market is wanting to go and keep it simple with discipline.



I'm a 17 year old swede. I want to make money online but I find it hard to commit (self limiting myself) because I have almost no clue what I'm doing and unsure how to do it right. This video is very helpful and made me a little bit more confident.

(hard to find information, don't know where to start, hard time finding good investments, multiple failures and wasted money, lack of confidence while investing)

## Solution

- What does the avatar need to do to overcome the key roadblock?
- "If they <insert solution>, then they will be able to <insert dream outcome>"

It's so refreshing to hear someone from the UK talk about finance, especially from an actual millionaire and experienced entrepreneur

One of my favorite things to do over the last 12 years is to sit down with a successful entrepreneur and to learn from them.

For beginners my advice is to seek the knowledge first, then professional help before getting into the market. This is an ocean not a lake.

(Finding good, unbiased and up to date information about current market situation, stock values, political events, customer needs and decision making motivations)

## Product

- How does the product help the avatar implement the Solution?
- How does the product help the reader increase their chances



of success?

- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?
- What makes the product fun?
- What does your target market like about related products?
- What does your target market hate about related products?

I really like WallStreet Journal for their approach! They create amazing posts about big companies, as well as common people like I am about. They share useful ideas and money-saving tips for everyday life. Like them 5/5 for sure!

This is one of my favorite business paper. It has a way of letting one know where a good investment is. I would highly recommend this to everyone.

Very helpful website with a lot of up to date financial information

Actually I'm a business news seeker. Its my favorite news site, the way information are presented, its very convenient, its like i need to see it once in a day. Great Service, Highly Recommended.

(Daily updates, good unbiased information, stock/currency/oil market prices, political events, big company events, customer information, technological inventions information)