

RESEARCH QUESTIONS

WHO IS YOUR IDEAL CUSTOMER? (Imagine a person in your mind: how old is he, how does he view the world, what type of place does he live in, what is his occupation, who does he live with?)

WHAT ARE THEIR CORE VALUES? (list out)

WHAT ARE THEIR MAIN INTERESTS? (list out)

WHAT IS THEIR CURRENT STAGE OF AWARENESS REGARDING THEIR PROBLEM AND SOLUTION?

DESCRIBE THEIR WORLDVIEW (relationships, friendship, family, their recipe to happiness, their meaning of success, their view of the system)

WHAT IS THEIR CURRENT SITUATION? (why is it painful, why does it need to change)

WHAT IS THEIR DREAM STATE / LIFE THEY WANT (and why is the dream state so good?)

WHAT IS THE HIDDEN PART OF THE PROBLEM PREVENTING THEM FROM REACHING THEIR DREAM STATE? (Can be multiple)

WHAT ARE THE FALSE BELIEFS PREVENTING THEM FROM SUCCESS?

WHAT IS THE SOLUTION?

WHAT IS THE PRODUCT? (and what makes your product the best way to take advantage of the solution? How does it make it easier, faster, more guaranteed?)

WHO ARE YOUR BIGGEST COMPETITORS?

WHY DO YOU THINK YOUR CUSTOMERS GRAVITATE TOWARDS YOU INSTEAD OF THE COMPETITION? (Example: authenticity)

WHAT ARE THEIR PAIN POINTS? (List out)

WHAT DO THEY SECRETLY DESIRE MOST?

WHAT ARE THEIR PREJUDICES?

**WHAT / WHO DO THEY BLAME FOR THEIR FAILURES / NOT HAVING
WHAT THEY WANT?**

WHAT ARE THEY ANGRY ABOUT? WHO ARE THEY ANGRY AT?

WHAT ARE THEIR FEARS? WHAT KEEPS THEM AWAKE AT NIGHT?

What are their daily frustrations?

Do they have their own language/jargon/slang?

What is your market and what are the best sellers in this market?

What do the customers dislike about other solutions in the market?

**What do the customers like about the other solutions in the
market?**

What are their hopes and dreams?

What is your unique mechanism, i.e. the one aspect of your solution that is truly unique?

What is your unique selling point (can be multiple)

What angles need to be hit (systematically) to take them from where they are to becoming a buyer?

What beliefs are standing in the way of the purchase. What do they need to understand, what identity do they need to embrace?

(Example: a fat guy who believes he doesn't have time to workout isn't gonna buy a workout program. A vegan isn't gonna buy a steak, etc.

Beliefs dictate purchases.)