

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- **Men or Women?** Both But Mostly Women
- **Approximate Age range?** 20-40
- **Occupation?** Desk jobs, jobs with close to no physical activity
- **Income level?** 20-40k
- **Geographical location?** USA

Painful Current State

- **What are they afraid of?** That they can't change, that their genetics restrict them, the fear of fat loss being crucial experience, afraid of being stuck as a fat person forever caused by inexperience, they are afraid of not getting their money's worth, afraid of getting fed false information, trust issues, they are afraid of getting judged by others
- **What are they angry about?** For not getting the help they deserve, for looking/feeling a certain way. Mad for nutritional industry spreading lies and false information, spending a lot of money for no results, for trying trial and error without results
- **Who are they angry at?** nutrition industries/organizations, also they might have self hatred because they don't want to see themselves in this way
- **What are their top daily frustrations?** Looking at the mirror, or at the scale, wasting countless hours at stores, wasting time at optimizing food, their bad health lowering their quality of life, not having the confidence to show off their body, not wanting to be at public pool and beach parties even tho it might be fun
- **What are they embarrassed about?** their looks while being in pool or a beach, maybe their ability to not lose weight as planned to, asking for help from others, struggling with daily activities like walking, not being able to fit on airplane seats for example, not being able to tie shoes, obesity affecting women's periods, having to worry about if the chairs support their weight
- **How does dealing with their problems make them feel about themselves?** Embarrassed, hopelessness, repulsive, unconfident
- **What do other people in their world think about them as a result of these problems?** They might feel powerless, hopeless. Others might see them as unconfident, unapproachable
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?** Tried everything to lower the number on the scale, the measure of my body, i spent a lot of time to find worthy nutritionists, but nothing works, the whole nutritional industry spreads false information or sells it at a unimaginable price

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? To be fit, healthy, slim. they would feel happy, refreshed, clean

- Who do they want to impress? The people around them, and themselves

- How would they feel about themselves if they were living in their dream state? They would feel complete, they would be happy for themselves.

- What do they secretly desire most? For their body to drive attention from other people,

- If they were to describe their dreams and desires to a friend over dinner, what would they say? Even daily activities as basic as walking to the car, sitting down and tying shoes turned into a crucial workouts, i didn't have the possibility to participate in events id wanted to because im afraid i will either break something or not be able to fit in it

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? That they are fat, unhealthy, they cant succeed with managing their weight, they think it's impossible, they think that diet is all cruel no fun, they think that people will judge them, they think that their life is highly limited due to bad shape

- Who do they blame for their current problems and frustrations? The nutritional/fitness industry, the gurus, themselves

- Have they tried to solve the problem before and failed? They have tried different weight loss tactics but have only seen or not at all marginal results. Why do they think they failed in the past? Because of false information, because of genetics, because "i'm not made for this"

- How do they evaluate and decide if a solution is going to work or not? By seeing the progress of others, by seeing the scientific proof, by evaluating their current values, their current quality of life, and deciding to become healthier

- What figures or brands in the space do they respect and why? People who are directly trying to help them, people who provide help and value at a low cost or free

- What character traits do they value in themselves and others? Being fit, good looking, confident and healthy



- What character traits do they despise in themselves and others? being unhealthy, unattractive, overweight, physically and mentally weak

- What trends in the market are they aware of? high carb fat-loss diet and low fat diet.

-What do they think about these trends? Most don't know how to properly initiate these trends or ways to lose fat, they know that they are the way to lose weight

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