

Market Research Template

Who exactly are we talking to?

-The people who would like to lose Fat and get healthy.

What kind of people are we talking to?

- Men or Women? - Both genders, More Females than Mans
- Approximate Age range? -The Age Range is 25 years old and above.
- Occupation? - Doctors,Mother,student - less active
- Income level? - average income
- Geographical location? - American People.

Painful Current State

- What are they afraid of? - They are afraid to never accomplish their desire

- What are they angry about?- not making any process of losing weight

Who are they angry at? - deep down they are angry at themselves.

- What are their top daily frustrations? - Feeling fat and still keep eating junk food.

- What are they embarrassed about?

-Feeling heavy and being the only overweight in the room , sweats too much ,gets tired quickly ,breathes hard , can't fit in any dresses ,cant watch self in the mirror.

- How does dealing with their problems make them feel about themselves?

- they will feel motivated for a bit of time and after that they will think about the journey of losing weight , that is when they start "feeling depression" ,unmotivated and being lazy.

- What do other people in their world think about them as a result of these problems?

- everyone knows how to lose weight , other people will only see excuses for these obese people who have a hard time to start what they are supposed to do.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?- They would start looking for excuses about how they have gotten fed as young , looking for someone to feel sorry for them , how hard it is to be obese and stop and change their lifestyle.

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?

- they would run more than 10 seconds before getting anytype of heart attack , feels more

healthier, feeling so much energy that they would never imagine , way more confidence , can choose so many clothes to wear , would have a much better life , enjoy day by day , would speak with people hours and hours , wouldn't struggle on doing anything, would walk head up , back straight walking like a boss.

- Who do they want to impress? - they want to impress themselves first and the other people who used to talk about them being obese.

- How would they feel about themselves if they were living in their dream state? - Healthier, confidence, feeling good.

- What do they secretly desire most? - being so lean and having a six-pack.

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

- "i would like be so lean like athletics and walk outside without shirt and shorts chest up , back straight , chin up feeling like man.. feeling like no one can stop me , even dog can't catch me when i run, so much energy that even my childrens will get tired before me , so much energy even my wife will tap out before me that's my true dream desire my friend."

Values and Beliefs

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

They believe and know discipline is the key to hard work that results from weight loss and diet. The problem they face is they can't do it alone and need someone to help them and keep motivating them the whole journey.

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

- They blame their parents for giving food to them as young , they blame disease that has nothing to do with being obese , they blame depression that is just a word and short term for feeling.

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

- They have failed , because they go workout and eat the same food and don't calculate how much calories they should go for.

The reason they failed was due to misinformation or ideas of how they lose weight, they have not done enough search to understand calorie deficits , what kind of food has low fat, high fat, high protein.

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

They will look for someone to take care of them that has a history of people losing weight.

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

They will respect their favorite bodybuilder influencer who is selling whatever sponsor he got for them. The reason they make such a stupid decision is because they blind follow and do not search enough for products.

- What character traits do they value in themselves and others? - They are vulnerable so they will take whatever they will get ,they will appreciate a person who comes to them politely, a nice way so they don't have to think about the struggle, hard work, they want to hear how easy it has to be to do it , they themselves are nice and politely so they want same treatment back.



- What character traits do they despise in themselves and others? - the overweight,lazy,clothing issues,not confidence , they despise that on others that have it.

- What trends in the market are they aware of? What do they think about these trends?

-They are aware of every market 's trends and things those product's will help them to achieve their dream desire.

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

