

Research Template

Copy used: cage-fighter-john carlton

Target Market

- What kind of person is going to get the most out of this product?
- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

Middle-aged men who are physically weak, have a smaller build, or even have dad bods who are inexperienced in hand-to-hand combat.

Men who don't want to get beaten up by an opponent in or out of the ring who is bigger, stronger, or more experienced than him

Men who have no "killer instinct"

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **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.
- **Values.** What do they believe is most important? What do they despise?
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Henry, a 38-year-old husband, and father of 2 girls is an industrial/commercial painter for the IUPAT labor union. He got into a few scraps here and there but never had any formal training, only what he picked up from school fights and bar fights as an adult. He values the ability to defend himself and his family if the need should arise in

hand-to-hand combat to feel more like a man. The man his family needs him to be. A man they can run to for refuge



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?

life stepped in and turned everything upside down. Things happened and they were tragic but the moral of the story is I quit. Over the past few years I started seeing my training partners and friends get into the UFC. I never talk to anybody about it or said anything but it was really burning me inside. So for the past six years I watched all of them become stars and some of them fall by the side. For a very long time I blame the things that happened in life for my reason to quit.

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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?

What pushes me, is my expectations of myself. I want to be the best I can be, nothing more.

I aspire to have your disciplined mind set👍.

Now I got my own money and all 3 kids are off at college so I get to focus on things I love to do,

Boxing. Covid slowed things down a bit but now 44, doing a lot of training at home but feeling and looking great and looking forward to get back into the gym and sparring with these young cats to show I still got hands and a beast in the ring :-)

I can't get enough of it , is like therapy and antidepressant for me and it works , love the camaraderie and the discipline, your vid are very motivating . Thank you sir , god bless 🙏

average builds get underestimated all the time. So, it is really what is under the hood. I have sparred with fighters of average build that are realllly good and don't 'look' like they are fighters but they are Exceptional

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?

Started my boxing journey at 42. Always wanted to get into boxing when I was younger but grew up poor so couldn't afford a gym membership, at least this was the mentality my moms sowed into me.

This past November one day I just realized and just manned up, it wasn't anyone's fault but my own for quitting no matter how hard I got in life. I decided to do something about how I've been feeling

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>”

The answer is organization. If you're not organized, expect to be always feel like you don't have the time for it. Make it!-Well said. And priorities

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?
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- People might benefit from a more detailed talk on situational awareness. Looking up from their phones is a start, but if they don't know what the indicators of potential danger are, they won't spot them. Hidden hands, escape glancing, unusual correlation of movement, and so forth.

So basically if you have nothing that stands out, be smart (with good defense, counters, combos, assessing the opponent, perfecting your money shots)