

Research Template

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?

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?

They believe that they have to perform in matches and impress their coaches, they hate the fact that they train alot

but they still don;t perform in games

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

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?

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? They will feel motivated to work harder, they wouldn't have to overthink what drills he should be doing
- They will feel a sense of accomplishment
- What words do THEY use to describe their dream outcome?.

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?

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>”

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?

problem	solution
His always slowing down the play when he receive the ball	He needs the right training
His missing a tap ins (easy goals)	His technique should be good so he needs the right training He needs to also be confidence
His always scared when playing in match	He needs to build his confidence through the right training methods

Analyze The Top Market Player

1. Perform full research on their target market and avatar.

Their target market is a youth from ages 10 to 28 who are looking to get better and become a pro

2. What are the reasons their customers decide to buy?

They have high-quality coaches who played at a high level in soccer, also the owner interviewed Rio Fergnandece (a really good soccer pro) which builds a lot of credibility

3. How are they getting attention?

They give some tips on how to get better and they relate them to its product.

4. How are they monetizing their attention?

By giving tips on how pros train and general tips about soccer

5. What is this brand doing better than anyone else?

They are showing high credibility by interviewing a high-level soccer pro, and also making their coaches give some tips about soccer

6. What mistakes (if any) are they making?

They only have 2 funnels

7. What can other brands in the market do to win?

They will provide some value with their email and other social media to build relationships with the customers and give them an extra edge to buy the product, they can also use curiosity to make people take action,

I realized a lot of small businesses aren't using curiosity and short-form copies, they are just telling people they have a program running.

Stop getting rejected by clubs

Yes its very painful when the coach doesn't approach you to ask you to join his team

tired of feeling like you're always stuck on the sidelines while everyone else gets to show off their skills on the soccer field? It can be super frustrating to know that you have the potential to be an amazing player, but no one seems to give you the chance to shine.

But don't worry, because we've got the perfect solution for you! Our soccer training program offers expert coaching from a Real Madrid tryout, so you know you're getting the best of the best. Plus, you'll get to train with players who are at your level or even better, which means you'll be constantly challenged to improve and grow as a player.

Imagine finally being able to take the field with confidence, knowing that you have the skills and experience you need to be a standout player. And imagine finally getting the recognition you deserve for all your hard work and dedication. It's time to stop sitting on the sidelines and start dominating the game. So what are you waiting for? Sign up for our soccer training program now and get ready to take the field by storm!

DIC:

Subject line: become a soccer player that scouts can't ignore!

There is a reason why you not crushing the competition!

This isn't about working out at the gym everyday!

It isn't about being able to juggle 1000X!

Our coach who tried out for REAL MADRID will reveal you the secrets!

Click here to discover how coach Gerham can help you!

PAS:

I made it!

This is what every passionate soccer player wants to say, Most footballers want to play at their favorite football club.

Imagine having a contract at the team you desire the most!

Your team is losing 2-0 and the coach calls you up in the second half.

You start dodging players left and right and chip the goalie twice to equalize the game!

At the 93rd minute, you get a free kick and knuckleball it to the top bin!

You start hearing the roaring of the crowd while celebrating!

The coaches and teammates start jumping for joy!

Your parents start crying from happiness!

You made the haters look stupid!

Let's be honest,

Are you doing what it takes to be that person?

The path to become that glory player has a very low chance!

You're getting older.

Your chances of getting drafted are slowly ticking away!

Are you going to do what it takes to become a champion before it's too late?

Click here to train with a coach who tried out for REAL MADRID!

HSO:

I made it!

It was that day when a scout approached me right after my amazing performance

He offered me a 6 figure contract but as a bench player until I show him who I am at the pro level!

I got benched for the whole season until the coach had to say goodbye to me.

I looked at myself in the mirror, and I thought:

I either have to say goodbye to the dream, And prove the hater right.

Or get my parents proud and be the glories player I always wanted!

3 months down the line,

I signed a contract in Germany's second division!

I used specific training hacks to become a pro again!

[Click here to use the same training method that took me from zero to hero!](#)