

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? Women?
- Approximate Age range? 20s to mid 50s
- Occupation?
- Income level? For keto meals its around 200 to 250 a week
- Geographical location? America Or Worldwide

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at? Fitness programs, Other diets not working. What there doctors were telling them aswell as their nutritionists and it wasn't working they still had high blood pressure continuing to go up
- What are their top daily frustrations? Food Cravings. Stress eating. Having barely any carbs and fats in there diet
- What are they embarrassed about?
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? No Energy Always Hungry. Wanting to just eat carbs and fatty foods trying to resist the urge
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? Paul Im Overweight i have diabetic problems migraines inflammation i feel like shit most of the time i have listened to doctors and nutritionists about diets and meal plans yet they havent worked do you have any suggestion to me losing weight or solving these problems?

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? No migraines, blood pressure problems more slimmer and feel way more healthier all their diseases gone in their body.
- Who do they want to impress?
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? Confident, Happy Healthy Gorgeous
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Hey paul, Im sick of literally feeling like actual shit all the time im not managing to lose weight im listening to my doctors diet plans aswell my nutritionist and i cant seem to lose weight or lose any of my disease problems i need help and im pretty sure its the diet to you have any ideas for me?

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? Lack of discipline. And changing to keto diet missing out on all the carbs foods. Food cravings Fat and Carb cravings. Stress eating
- Who do they blame for their current problems and frustrations? Other fitness Programs, Aswell as Doctors suggesting other diets that dont work for the customer. Blood problems , diabetic listening to their doctors but it

wasn't working.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Many have tried other fitness programs but didnt work. Not ifnished
- How do they evaluate and decide if a solution is going to work or not? If all the other solutions hasnt worked for them and giving keto a go and realising they were losing fat. <- i dont know if this is right.
- What figures or brands in the space do they respect and why? Keto Diet
- What character traits do they value in themselves and others? Discipline Not eating Carbs and fats Sticking to there diet



- What character traits do they despise in themselves and others? Continuing with Keto not eating there delicious foods sticking to the diet
- What trends in the market are they aware of? What do they think about these trends? Veganism Diets Eg they think most of them dont work and feel hungry all the time

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

