

Market Research Template

Who exactly are we talking to?

Kevin is 32 years old.

He works as a personal trainer and fitness coach.

About two years ago Kevin built his own brand and website for it. He started by selling his own coaching services, then he progressed to fitness guides, and then even to his own supplements.

Now Kevin is proud of what he has accomplished, but he still struggles to make good money.

He lacks communication on his social media, his website is very simple and plain, few people visit it and only very few decide to buy.

Kevin dreams of building his business into something great that will make a difference in the world, but he understands that with his own knowledge, he can't do it.

What kind of people are we talking to?

- Men or Women?

Mostly Men

- Approximate Age range?

Aged between 24-50

- Occupation?

Personal trainer / online coach

- Income level?

44k year.

- Geographical location?

Anywhere in the world

Painful Current State

- What are they afraid of?

- What are they angry about? Who are they angry at?

- What are their top daily frustrations?

Finding clients willing to put in the work.

Time wasted trying to work out what their business needs.

I'm the main employee who does all the work

The content visually looks fine, but people do not engage with it.

account had been stagnant and just won't grow.

- What are they embarrassed about?

feel a bit disappointed in myself

- 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?

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

ADVICE: You will need multiple streams of revenue within your training business. Personal

training, small group training, selling supplements, selling your gym merch.

Can't seem to get organized enough to continue growing. I honestly have no idea what I'm doing as far as "business" I have no plans/goals. I don't know which part of my business is doing the best/worst. I just wing it.

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?

Attract clients who resonate with your approach. And the ones you don't hate from the very beginning))

create a repeatable process for growth

built a successfully subscription site over the last couple of years that will do just under 7 figures

- 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?

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

I now have so much time for my two kids and wife, since I can work when and wherever I want. Also, work doesn't feel like work anymore :)

Values and Beliefs

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

The biggest roadblock has been online interaction, exposure, and acquiring online clientele not including my in-person clients.

I'm terrible at marketing. Also, this is a sole-proprietorship business.

no idea where to start

potential buyers are hard to find

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

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

DO NOT try to do everything yourself, you are definitely not the best person to be doing it and you will kill yourself in the process.

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

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

- What character traits do they value in themselves and others?

- What character traits do they despise in themselves and others?

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



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

