

# Market Research Template

## Who exactly are we talking to?

people interested in copywriting

## What kind of people are we talking to?

### - Men or Women?

both

### - Approximate Age range?

16-30+

### - Occupation?

unknown (interest in copywriting)

### - Income level?

\$2000-\$5000+ to afford \$2k-\$1,5k course

### - Geographical location?

International

## Painful Current State

### - What are they afraid of?

Buying a course that won't work for them

finding a client but not being good enough at copywriting

Seeing no results after putting effort into

buying a course, that doesn't have as much value as they expected.

not realistic for them to hit a desired income from copywriting

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

They are angry, that they can't earn money from their home (their skills). They are angry at themselves.

### - What are their top daily frustrations?

not having good enough skills to make \$\$\$ from copywriting.

Not always writing good copy (banging head against a brick wall until their copy is good)

### - What are they embarrassed about?

not hitting their copywriting skill goal

not making money out of copywriting

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

they want to give up. they have no idea how to move forward. It feels painful for them

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

If they give up their family/friends might see them as they were right the whole time.

they might see them as weak or crazy the whole time

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

### **would they say?**

I wish there was a magic pill to make learning copywriting easier. A way I could finally become a good copywriter, without banging my head against a wall. Something that could free me from the entire pain I get from not being good enough, exhausted, unmotivated, and dissatisfied to succeed

## **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?**

finally being good enough at copywriting to afford a living out of it, escaping their 9-5 job.

**- Who do they want to impress?**

They want to impress themselves, their family, friends by being successful

**- How would they feel about themselves if they were living in their dream state? -**

**What do they secretly desire most?**

They want to feel fulfilled. They want to achieve freedom of working where they want and not where they have to. They want to be their own boss.

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

I wish so much to quit my job and focus on copywriting. I wish so much to have the freedom to choose where I want to work, and how I want to work. Finally to become financially independent.

## **Values and Beliefs**

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

they can't write good copy. They do not believe in themselves. They are unmotivated.

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

They blame themselves and their environment (family, friends, school, work, etc.)

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

They fail once then quit. They fail because they lose hope.

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

because the solution is given by someone who has experience in copywriting

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

David Ogilvy, he is known as the father of advertising

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

They value creativity, are always thirsty for knowledge, empathy, and Curiosity

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

They hate deadlines and not having enough time to come up with a very creative idea

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

the rise of internet gurus promising everyone 6 figures/per month after buying their course

> They are very skeptical about it