

Market Research Template

(Do you have the courage - Attempt 2)

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?
Men.
- Approximate Age range?
20s, early 30s. Little to medium experience in the work field - hungry for growth.
- Occupation?
- Income level?
Bare minimum to low, insufficient. \$5,000 - \$20,000 / year.
- Geographical location?
United States of America.

Painful Current State

- What are they afraid of?
Uncertainty. Failure. Wasting time. Embarrassment. The ad promotes the book as the bridge across these fears by providing guidance. It also encourages the reader to take on the traits of a 'courageous' man who possesses 'sheer raw faith in himself' and is willing to 'believe that he may earn \$40,000/mo...' and is willing to 'make the sacrifices' etc.
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
- 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?
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

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?
- Who do they want to impress?
Their friends. "the *relentless desire* to earn more money in a single year than most of his friends will earn in their entire lifetime", as well as themselves: "beyond the imagination of ordinary men".
- How would they feel about themselves if they were living in their dream state?
- What do they secretly desire most?

Status

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

Values and Beliefs

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

Notes:

Once again, I took out the answers from the advertisement / sales page; instead of looking at it from a different angle, from one where I am trying to understand the market audience and reimagine the sales page, see how I would rewrite it etc.

It's difficult to research the avatar, find the reviews that actually used the book as a tool and not as a historical art piece or whatever - the book is ancient.

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