

MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men or Women?
 - 50/50
- Approximate Age range?
 - From 25-60
- Occupation?
- Income level?
- Geographic location?
 - Stara Planina

Painful Current State

- What are they afraid of?
- What are they angry about? Who are they angry at?
- What are their top daily frustrations?
 - city chaos.
- 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?
- What is keeping them from solving their problems now?

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?
 - relaxation with family or friends.
 - escaping the city chaos.
- Who do they want to impress?
 - Trying to impress their partner
- How would they feel about themselves if they were living in their dream state? - What

do they secretly desire most?

- fantastic accommodation to the stunning natural surroundings and the array of activities available.
 - If you like untouched peace, where you can only hear the murmur of the river that flows past this complex - this is the right place for you.
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

Values, Beliefs, and Tribal Affiliations

- 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?
 - PLACE MUST BE CLEAN, HOST MUST BE NICE
 - A beautiful place to relax in nature, and close to the center of events. Quiet, clean and comfortable. The hostess who went out of her way and surprised us upon arrival with homemade prosciutto and homemade pie as a surprise + homemade brandy. Any recommendation.
 - Fairytale houses for a perfect holiday, for those who love nature and peace. The most important thing is that it is very clean, tidy, warm and comfortable. We stayed with the children and absolutely enjoyed it. The hosts are very kind and accommodating. Definitely a place we will gladly return to ❤️🌲 ...
- What figures or brands in the industry 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?
- What “tribes” are they a part of? How do they signal and gain status in those tribes?

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
4. market
5. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. (“My journey” type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Twitter
 - e. Reddit
 - f. Other Forums
 - g. Amazon.com Reviews
 - h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name: Elena Petrovic

Background Details

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Day in the life:

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