



Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Men. Skinny or fat, weak, with no confidence, that are not being respected, and women ignoring them

- Approximate Age range?

12-25

- Occupation?

Students, 9 to 5 workers

- Income level?

nothing, Very low or decent

- Geographical location?

America and Europe

Painful Current State

- What are they afraid of?

Being made fun of. Staying weak, skinny, or fat.

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

They are angry because they are weak, skinny, or fat. And they are angry at themselves or at other people.

- What are their top daily frustrations?

"I used to be very skinny and had no confidence at all"

being bullied

Females ignoring them

- What are they embarrassed about?

They are embarrassed about watching themselves in the mirror

being disrespected in front of women.

"I didn't honestly like looking at myself in the mirror, I knew I could do better than this."

"Lately I have definitely been experiencing low motivation, and procrastinating, saying "oh ill just go to the gym tomorrow" and so on."

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

They feel motivated to make a change and feel good about themselves.

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

They think that they are not important they don't respect them, and they make fun of them.

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

Bro I'm tired of being weak, lacking confidence, not being respected and being skinny/fat.

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?

They would be respected, women would love them, they would be strong and muscular, and no one would make fun of them. They would feel like kings or emperors.

- Who do they want to impress?

They want to impress people who made fun of them or didn't respect them, women, family, and friends.

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

They would feel good and satisfied. Have Much confidence and happiness.

- What do they secretly desire most?

To impress women and other people

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

Bro in my dreams I would be jacked , strong, beautiful women would fall in love with me, and everyone would respect me.

"My goal has always been to maintain an athletic look."

Values and Beliefs

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

They believe they are weak and inutile.

They face constant sadness, being bullied and not respected.

Some of their problems are being bullied, not respected, and ignored.

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

They blame themselves or other people.

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

They tried to do some exercise, but they couldn't resist or it was too hard and gave up.

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

Because of testimonials. Seeing that other people are winning and what they say about that.

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

They respect people who have accomplished their goal and are living in their dream state. People who are strong, muscular, women love them, and people respect them.

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

They value hard work, confidence, discipline, strength and not procrastinating.

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

They despise not working hard, having no confidence, no discipline, weakness and procrastinating

- 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

