

Market Research Template

What am I making for her:

Customer language:

What kind of people are we talking to?

- Men or Women?

5'4 female here diagnosed with NAFLD.... I just started the keto journey 4/15/23 at 210 lbs and I am down to 194 5/27/24. I feel SO much better.

women

- Occupation?

Office worker, retired house mom, or a combo of that (mostly moms)

- Income level?

50k~ (40 - 50k)

- Geographical location?

USA, UK

Painful Current State

- What are they afraid of?

Afraid of looking and staying fat forever and looking like a huge plump as they will no longer feel slim or beautiful ever again

Afraid of their health deteriorating and them potentially dying/ depending on drugs, syringes and having a hefty hospital bill that will drain her kids college funds.

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

Angry that they've tried a bunch of different ways to lose weight but still they don't work cuz they either FOLD and cheat on their diet because they were too restrictive or they eat too much calories and retained all that fat

- What are their top daily frustrations?

Doesn't want to rely on drugs, insulins, and needles for the rest of her life because of diabetes **I made up my mind then and there to not be like my mother and grandmother, who lived their lives around a testing**

meter and insulin shots

Has diabetes and has probably tried medical treatment and it didn't work

my health was really starting to fall apart and I felt awful suffering from adrenal fatigue and pre-diabetes

Is fat, has tried different diets like no fat, vegetarian but to no avail and is still looking like an elephant. Feel "stuck" and can't seem to lose weight no matter what they eat, even if they follow keto.

Notice how people who do the keto diet never look emaciated or have that sunken in look? (looks realistic like a realistic weight loss after result)

So this means they probably hate unrealistic results too

It's been actually 2 months and I really don't think you gonna see but can you please tell me what you eat in a day when you doing keto. And when did you start to losing weight? I wanna start it but I really need some help :)

Also has a negative mindset thinking "this won't work" as they've tried many courses in the past and it didn't work.

Think they're "genetically doomed" and can no longer lose weight

Uses mental health excuses and a lot of cope to find comfort in justifying the reasons why they can't lose weight

I've struggled with weight all my life and it's the only change of eating plan that has worked for me. It's actually really easy, budget friendly and fun to make the recipes. Thank God for Keto. Some people won't understand the struggle. It's a mind over matter. A lot of us over eat due to deep rooted issues. We use food as comfort. It's deep, it's real and Keto helps tremendously.

- What are they embarrassed about?

Embarrassed about their waist line looking very big/broad.

Helped me lose 40. People laugh and make fun of you for being too restrictive but it WORKS - **peer pressure/social pressure**

- 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?

They'll feel much more confident and happy with themselves

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

The doctor told me that my age, lifestyle, and family disposition had all caught up to me being prediabetic

I had problems getting around. I couldn't stand for long periods of time. I constantly was sweating and always

hot. I'm still upset that I let myself get so bad. When people say i look great I'm more embarrassed for how I looked to begin with.

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 want to lose weight and ensure the weight stays loss so that they can feel confident in their own body, feel attractive, and overall feel better about their own self-esteem/ego. **Lean alluring body of their dreams**

SHE SHOULD BE A MODEL BECAUSE GOOD LORD!!!! THIS WOMAN IS PRETTY 😞😍♥️🔥🙏

(Wants to be complimented like that)

Wants to eat her favourite foods without restrictions (air frying)

This item will come in very handy when he is air frying something he's not tried in the air fryer before

They also want to become healthier and no longer go through the pain of their health deteriorating - **I lost 35 pounds in 2months...and have kept it off for over 8 months now. My kidney function improved. My blood pressure normalized. My hormonal weight gain and period cramps disappeared. I was calmer and more focused and no brain fog. All the swelling left my body.. No edema and my arthritis in my hand went away.**

They also probably want the attention they previously got in the past when they were younger compared to them now since they're fat and struggle to lose weight

Easily lose weight without intense cardio and wants to follow a non restrictive diet that feels easy and not effortful

My weight used to be 165 pound and now I'm down to 149. I lost 16 pound in one month. I'm still going strong

definitely radiating confidence after her weight loss.

- Who do they want to impress?

Friends and family and get compliments from them about her they loss weight/ are more attractive

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They would feel super energetic and proud of her achievement of finally being able to lose weight and look thin to everyone's eyes.

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

I've lost @ 70lbs since July of last year doing Keto and Intermittent Fasting. I got to my goal weight of 195 lbs around October and now use Keto to stay at my current weight. I feel incredible and not going back. I've tried and failed with many other diet and fitness programs over the past 15 years, but once you get over the initial adaptation period of Keto this is by far the easiest and most sustainable way to lose weight, be healthy, and feel incredible! I feel like I'm 25 yrs old again and got my life back!

I've been keto for 20 weeks and I've lost just under 60 pounds. I feel the best I've ever felt

Keto has been a miracle for my life. Migraines gone. Excellent blood sugar and self control with food. Better mental focus.

the most rewarding benefit of eating the keto way is that my weight is STILL off (no yo-yo dieting) because I enjoy the foods, do not feel like I'm hungry all the time, and I have more energy than I have had in the last 2 decades.

I am proud of what I have done over the past 363 days.

I am happy about what I done over the past 363 days.

I am...a little "misty" about all of this right now.

Values and Beliefs

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

They believe its not in their genetic capability to lose weight anymore as theyve tried a bunch of diets and it all didnt work

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

"It took me ruining a family vacation to Universal Studios to begin the process in my mind that I have to lose weight."

Blames **themselves** as it can also affect their social life like the quote above

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

Have tried diets before recommended by doctors high carb but it didnt work

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

If its backe dup by a medical professional that has legit research they can read for themselves.

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

TOm Hanks 🦋 because they played in an inspirational movie that they felt motivated by

I think of a movie line from Apollo 13. It's when Tom Hanks is talking to Kathleen Quinlan after their party looking at the Moon and what it took to get there.

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

Hard work, dedication, honesty, and also proof/research

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

They really hate scammers, misleading, and solutions that dont work, **doesnt like bragging**

Not trying to brag or show off. I'm posting more for motivation for people who haven't started Keto or are just beginning

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

Most painful problems	Most satisfying solutions

ANSWER THESE QUESTIONS

Who am I talking to? Who is reading this copy?

Where are they right now **in the funnel**?? Where are they emotionally? Where are they physically? What part of **Maslows Hierarchy of needs** are they? What are their biggest dreams? Biggest pains?

Where do we want them to go? What do I want them to do? What action do I want them to take? What objectives must they achieve?

What steps do I need them to take?

What do they need to think & feel to get them from their current state to their dream state?

what emotions do i wanna create?

what movie do i want them to see?

now describe it.

What emotions do they need to feel?

What roadblocks do they need to overcome/know of?

(Remember if its new, show them product first. WIIFM remember?)

Note:

Persuasion cycle,

1. Getting their attention
2. to trigger/amplifies desires. Pain, dreams, aspirations, what are they emotional about?
3. Build trust and rapport. Must trigger and build that up
4. Must show them (product/solution) and the true nature of their problem aka ROADBLOCK
5. CTA Will they Click?

Think about a short sentence that will summarise your whole email. What would it be?

REMEBER: make the pain more specific. Go deep into dream/pain states. Economy of words as well.

If you solve x obstacle, then you can enjoy dream state/ no more pain state.

Is my product/solution using the **value equation** to be seen as valuable as possible?

