

# Research Template

## Target Market

- What kind of person is going to get the most out of this product?

A young person from about 20 to 29 years old who loves reading books.

- Who are the best current customers, with the highest LTV?

People that think they have figured out everything, but they don't.

- What attributes do they have in common?

I love how she keeps saying trust your body. No one else know how your body feels but you

## Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Shawna. I can tell she's about 29 and a good looking woman, because of the knowledge she has.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

a girl who's been with both guys and girls, I can tell you two things I know about sex that I've found totally true

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

She likes to hook with men often. I'd meet a guy, we'd totally click and then

we'd get in the bedroom and he just wouldn't know how to make me come

- **Values.** What do they believe is most important? What do they despise?

You see, we girls love and need sex.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

if a guy can make my body shake and make my toes curl and have me screaming at the top of my lungs, oh man, I'm yours whenever and however you want!

## Current State

- What is painful or frustrating in the current life of my avatar?

Being with another woman is always a lot of fun but when it comes to men, I'll be totally honest with you and upfront. While many guys talk a big game, almost all guys are absolutely clueless when it comes to really knowing how to get a woman off. Ask any girl and she'll tell you the same thing.

This can be really frustrating for us girls too. Imagine if you're with a woman who couldn't give you an orgasm, would you continue dating her? Of course you wouldn't.

- What annoys them?

Most men don't have the first clue about how to touch a woman

- What do they fear?

She fear that a guy don't know how to make her come

- What do they lie awake at night worrying about?

That the man who she's going to meet tomorrow, won't make her come

- How do other people perceive them?

a big part of the reason why I've always enjoyed being with other girls. Women know exactly how to touch another woman, how her body works, places that feel good, and exactly what to do that will drive them crazy.

- What lack of status do they feel?

Orgasm.

- What words do THEY use to describe their pains and frustrations?

I've been faking orgasms the entire time we've been together

## Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

Life with good sex and orgasm.

- What enjoyable new experiences would they have?

A decent orgasm.

- How would others perceive them in a positive light?

Other girls would be jealous of the sex that she gets.

- How would they feel about themselves if they made that change?

They would feel happy.

- What words do THEY use to describe their dream outcome?

Reading this book was truly life-changing and allowed me to view my sexuality in a positive and healthy way. And by understanding where desire and arousal come from, I'm able to tune in to those signals more often and act upon them.

## Roadblocks

- What is keeping them from living their dream state today?

Nothing turns us off more than having to tell you what to do

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we don't want to be your sex ed teacher and show you how to make us come

- What mistakes are they making that are keeping them from getting what they want in life?

Faking orgasms and not saying that to your men or trying to fix that.

- What part of the obstacle does the avatar not understand or know about?

They don't know how to approach the man to talk about how they feel etc....

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Guiding a man how to do things properly, because only the woman knows her body.

## Solution

- What does the avatar need to do to overcome the key roadblock?

Talking to men and explaining some things about her body.

- "If they <talk and explain her body>, then they will be able to <have their dreamed orgasm>"

## Product

- How does the product help the avatar implement the Solution?

It helps the avatar learn more about their body, improve their mindset.

- How does the product help the reader increase their chances of success?

There's valuable information in the book.

- How does the product help the reader get the result faster?

has diagrams and pictures along with lots of examples and case studies

- How does the product help the reader get the result with less effort or sacrifice?

You don't need to go out and start asking random people answers or googling the information.

- What makes the product fun?

Motivates & Inspires both sex. Women and men.

- What does your target market like about related products?

When it's easy to read, easy to understand.

- What does your target market hate about related products?

As I began to read I quickly came across some very unpleasant subjects- the author introduces many inappropriate scenarios with her students and friends that shouldn't be discussed (even in the context of education). I am Christian and don't believe sex should be taboo, but this level of disclosure is very inappropriate

