

Research Template

Target Market

- What kind of person is going to get the most out of this product?
- An angel investor he does have enough money to invest and even if they lose that money that wouldn't bother them too much. They have enough knowledge to be the guide for the business they invest.
- Who are the best current customers, with the highest LTV?
- People with enough financial power to invest %5-10 of their money to a moderate or low level company to help it grow. So they can prevail with the company too.
- What attributes do they have in common?
- They are financially free. So it wouldn't bother them to lose the money that they invest in.

Avatar

- Name, age and face. This makes it much easier for you to imagine them as a real, individual person.
- His name is Jake. He is 42. He has enough financial freedom for him and his family. He is a businessman. He is self-confident. He has an appetite to take risks with the money that he has. He reached out most of his goals in his life so he is looking for a new challenge by taking a new and small scale company to help it grow and make more money out of it.
- Background and mini life history. You need to understand the general context of their life and previous experience.

He borned to a very poor family. He couldn't get enough education from the school. He had to work when he was very young and he left school after 5 th grade. He had worked as a carpenter from the age of 15-25 and then he started his own furniture company. Now he has one of the biggest local businesses in the town. He has two kids and a lovely life. In his all life he took so many risks to be a succesful businessman so taking risks is not a problem for him.

- 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.
- He has a lot of routines. He gets up very early even at Sundays. He starts his day with some physical exercises at home. He goes to the center of his company for work and works around 12 hours a day. He eats well sleeps well. He sees some of his friends from his old town.
- Values. What do they believe is most important? What do they despise?
- He is old school. He believes that a man should provide for his family and protect them. The most important thing for him is his family.
- Outside forces. What outside forces or people does the Avatar feel influences their life?
- He thinks that the wrong decisions of the political instutituons are affecting his life and the change of the way of doing business by the time is a problem.

Current State

- What is painful or frustrating in the current life of my avatar?
- What annoys them?
- What do they fear?

- What do they lie awake at night worrying about?
- How do other people perceive them?
- What lack of status do they feel?
- What words do THEY use to describe their pains and frustrations?
- I had my first major company fail this year and it still hurts to think and talk about it, but this video has given me some comfort along with my friends and previous peers. I started a wrapping business at 21 that made eco-friendly wraps for scuba tanks (still make them on the side now on eBay) and after going to different networking events I met a great team who had the idea of taking it to Children's Hospital of Pittsburgh. It was a big leap for me and I had a lot of regulations and certifications to pass to get in with them. However, this all went smoother than planned and I received everything I needed to move forward with the project, even having the CEO personally email he loved it and wanted it in the hospital for medical devices and rooms. I had great recognition for it so much that I was a mentor at an event for a local college that was holding a Hack-A-Thon. However, as all this was so great and dandy the CEO had resigned and communications were beginning to twindle from the hospital with short replies or none weeks on end. I had already invested so much into everything I needed to move forward and with no more emails being replied to for months now I had to can the project. It hurts really bad and is like a poison in me to this day, as it really showed a lot of the people who supported it were very fake and shallow and just wanted a piece of the cake if you will. Overall it was a great lesson and I learned how to talk and work my way through such a large company as a single startup owner and I am excited to move on to my next venture. We can either let failure keep us down and out or use it as a lesson for future moves and prospects.
- Im 53, and i have a trail of failed businesses behind me. What can cause a business to fail is outside of what you allow for no matter how careful you are. I'm only worth a few pissy million, when i should be a billionaire. I'm now starting another global company, this is my last roll of the dice.
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Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- What enjoyable new experiences would they have?
- How would others perceive them in a positive light?
- How would they feel about themselves if they made that change?

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

Roadblocks

- What is keeping them from living their dream state today?
- What mistakes are they making that are keeping them from getting what they want in life?
- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

Solution

- What does the avatar need to do to overcome the key roadblock?
- “If they <insert solution>, then they will be able to <insert dream outcome>”

Product

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

- **How does the product help the reader get the result faster?**
- **How does the product help the reader get the result with less effort or sacrifice?**
- **What makes the product fun?**
- **What does your target market like about related products?**

What does your target market hate about related products?

Version 1

Subject Line: Try this and stay away from bankruptcy

The vast majority of new businesses go bankrupt every year because of so many different internal and external elements.

Marketing conditions, wrong decisions, excessive appetite for margin, and wrong employees. It is possible to add so many others to these.

Too many reasons can be found, but there is one thing that can help business owners keep the ships above water.

True guidance.

But how do you get it?

By reading books, joining seminars, asking questions from the wise people around, or calling some supervisors?

Those are helpful advice but you need something else. Something that grasps the fundamentals.

A secret method that stops you from making a dreadful decision before you lose so much money, maybe even your sanity.

It's detailed, unheard of, and very easy to implement long-term.

If you want that method to be revealed to you. [Click here.](#)

Version 2

Subject Line: Try this and stay away from bankruptcy

The vast majority of new businesses go bankrupt every year because of so many different internal and external elements.

Marketing conditions, wrong decisions, excessive appetite for margin, and wrong employee and partner choices. It is possible to add so many others to these.

But what do we have in the hand to cope with all those problems and keep the machine running?

To keep your ships above water and not lose your business, you don't need to read books, join seminars, ask questions from the wise people around you, or call some supervisors.

A specific type of action can't help a man behind the wheel of Tesla or SpaceX to avoid nearly going bankrupt.

The timing and the combination of some beneficial actions made them the lion beside the sheep who lose their businesses and they realized that listening to others might help them.

Are you going to join your sheep and see your business dig a grave for itself?

Or are you going to rise above everyone and conquer the world of business by taking a few absolutely vital actions with the right road map?

To take a clean sweep on business and absolutely crush your opponents, [click here](#).