

My Market Research:

What kind of people are we talking to?

1. Men or Women?

- Men

2. Approximate Age range?

- 18-35 years old

3. Occupation?

- Students, burger flippers, Sales rep, Accountant, etc

4. Income level?

- \$300-\$2000

5. Geographical location?

- UK & US

Painful Current State

1. What are they afraid of?

- Looking out of place: Not having the "right" gym clothes can be a concern for these young men, fearing judgment from their peers or missing out on the "vibe" they crave.
- Not achieving their fitness goals: Building muscle and achieving the ideal physique is a major focus. Falling short can be demotivating and lead to insecurity.
- Missing out on influencer status: Gaining recognition and building a following can be a strong motivator. They might fear being stuck in the background and not getting noticed.

2. What are they angry about? Who are they angry at?

- Feeling like a fake: They might be frustrated by the pressure to portray a perfect, hyper-masculine image online.
- Unequal results: Seeing others achieve their fitness goals quickly can lead to anger and frustration with their own progress.
- The "bro culture": The competitive and sometimes toxic environment at the gym or online fitness communities can be frustrating.

3. What are their top daily frustrations?

- Finding clothes that fit well: Balancing performance with aesthetics can be a challenge. They

might struggle to find clothes that flatter their physique and allow for a full range of motion.

- Feeling overwhelmed with information: There's a constant barrage of fitness advice online, making it hard to know what's truly effective.

- Staying motivated: The daily grind of working out and sticking to a diet can be tedious and lead to frustration.

4. What are they embarrassed about?

- Being a beginner: Stepping into a gym for the first time can be intimidating, especially if they don't have the perfect technique or form.

- Not having a chiseled physique yet: They might feel self-conscious about their body image compared to more experienced gym-goers.

- Asking for help: Wanting to appear knowledgeable and independent can lead them to avoid asking trainers or peers for advice.

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

- Overcoming setbacks can be a huge confidence booster. Hitting a personal record or achieving a fitness goal can be highly motivating.

- Struggles can lead to self-doubt. Not seeing results or comparing themselves to others can make them feel inadequate or discouraged.

- Navigating social pressures can be stressful. Trying to maintain a "perfect" image online can be emotionally draining.

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

- Success breeds admiration: Achieving their goals can earn them respect and recognition from their peers and online followers.

- Struggles can be seen as weakness: Not progressing quickly or having insecurities can lead to pity or judgment from others (though this might not be the case).

- Fakeness can be off-putting: A constant focus on image and portraying an unrealistic lifestyle can make them seem unapproachable or disingenuous.

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

- "Man, I'm hitting a plateau with my lifts. I'm not sure what I'm doing wrong."

- "This whole influencer thing is tough. It feels like everyone else knows the secret sauce but me."

- "I hate feeling like I have to prove myself at the gym all the time. It would be nice to just relax and enjoy working out sometimes."

Desirable Dream State

1. If they could instantly change their life, what would it look and feel like?

- Shredded physique: Having a perfectly sculpted body that commands attention and embodies peak physical fitness.

- Influencer recognition: Being a sought-after fitness influencer with a large, engaged following. Collaborating with brands and getting paid to promote their products.

- Effortless gains: Continuously achieving their fitness goals without plateaus or setbacks. Feeling strong, energized, and motivated all the time.

- Social validation: Surrounded by supportive people who admire their dedication and success. Feeling respected and envied for their physique and lifestyle.

2. Who do they want to impress?

- Their online audience: Building a large following of fans who admire their physique and fitness journey.

- People at the gym: Gaining the respect and admiration of other gym-goers, especially those with impressive physiques.

- Potential romantic partners: Attracting the attention of people they find desirable due to their confident and sculpted physique.

3. How would they feel about themselves if they were living their dream life?

- Confident and self-assured: Feeling comfortable and proud in their own skin, knowing they've achieved their ideal physique.

- Validated and accomplished: Having achieved their goals and built a successful online presence, feeling a sense of fulfillment.

- Motivated and inspired: Feeling constantly driven to keep improving and inspiring others with their fitness journey.

- Free and empowered: Having the discipline and dedication to control their body and achieve anything they set their mind to.

4. What do they secretly want most?

- Shortcut to success: They might secretly crave a quick and easy way to achieve their physique goals without the hard work and dedication.

- Acceptance and belonging: They might yearn for a supportive community that celebrates their progress and accepts them for who they are.

- Genuine connections: They might secretly desire deeper connections beyond the superficiality of the online fitness world.

5. If they talked about their dreams and wishes with a friend over dinner, what would they say?

- "Dude, wouldn't it be awesome to just wake up ripped one day? Imagine the possibilities!"

- "I just want to build a community of people who are serious about fitness, not just chasing likes."

- "Sometimes I feel like I'm just putting on a show online. I wish I could connect with people on a deeper level."

RoadBlocks

- Limited selection for their desired aesthetic: They might struggle to find clothes that embody the "LA vibe," bad boy image, or a unique style they crave. Mainstream brands might not cater to their specific taste for bold graphics, muscle-fitting cuts, or a more edgy look.

- Performance vs. Style Trade-Off: Finding gym clothes that balance functionality and aesthetics can be difficult. They might have to choose between breathable, moisture-wicking

fabrics for performance or stylish cuts that might restrict movement or be less comfortable during intense workouts.

- Brand Authenticity and Trust: Gym bros are likely skeptical of marketing claims. Finding a brand that aligns with their values (hard work, dedication, authenticity) and uses high-quality materials can be challenging.

- Price vs. Value: Balancing affordability with quality can be a concern. They might be hesitant to spend a premium on gym clothes unless they are confident the brand delivers superior performance, comfort, and durability.

Values and Beliefs

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

- They believe hard work pays off: Gym bros value dedication and effort. They might believe their struggles to find the perfect clothing are due to a lack of good options, not their own dedication.

- Image is important, but function is key: They want to project confidence and success through their clothes, but also believe the clothing shouldn't hinder their workouts.

- There's a perfect fit out there: They believe there are clothes that can elevate their look and performance simultaneously, but haven't found them yet.

2. Who do they blame for their current problems and frustrations?

- Limited clothing options: They might blame the lack of variety in gym apparel that caters to their specific taste for bold graphics, muscle-fitting cuts, or a more edgy look.

- Misleading marketing: They're skeptical of brands that make unrealistic claims about their clothes' performance or benefits.

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

- Yes, they've likely tried various brands of gym clothes that didn't meet their expectations. They might believe past failures were due to the clothes being uncomfortable, restrictive, or not matching their desired aesthetic.

- They might have struggled to find clothes that fit well on their physique.

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

- Focus on functionality and aesthetics: The clothes should allow for a full range of motion, wick away sweat, and be comfortable to wear during intense workouts, while also looking good.

- Brand reputation and user reviews: They value brands with a reputation for high-quality materials and innovative designs, and trust positive reviews from other gym bros who share their style preferences.

- Focus on building confidence: They'll be looking for clothes that make them feel good about themselves and enhance their gym experience.

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

- Fitness influencers who wear and endorse the brand authentically.

- Brands known for high-quality materials, innovative designs that cater to their desired

aesthetic, and a focus on performance.

- Athletes or bodybuilders they admire who wear specific brands.

6. What character traits do they value in themselves and others?

- Discipline, dedication, and hard work are highly respected.
- Resilience and the ability to overcome challenges.
- Confidence and self-belief.

7. What character traits do they despise in themselves and others?

- Laziness and lack of commitment.
- Fakeness and putting on a show for social media.
- Giving up easily or blaming others for setbacks.

8. What trends in the market are they aware of? What do they think about these trends?

- Sustainable and eco-friendly materials: They might appreciate brands that align with their values and are environmentally conscious, but functionality and aesthetics remain priorities.
- Athleisure and streetwear influence: The blend of functionality and style appeals to their desire for a unique aesthetic that allows them to look good both in and out of the gym.
- Direct-to-consumer brands and influencer marketing: They might be receptive to innovative brands that utilize these marketing strategies effectively, as long as the influencers they see promoting the brand are relatable and authentic.

Reviews Of Similar Products (This is only the compression shirt [1 of many products]):

Good reviews:

- It shows off your physique w/o being too tight. I like the pattern.
- MY GUNS LOOK GOOOOOD!!
- cool design and comfortable material.
- Great design. Material is exactly as expected. Thin and light, stretchy as all compression shirts meant to keep you cool.
- I've been eyeing for superhero compression shirts to slip on for my daily running and weightlifting. Upon others, I really like the design and aesthetic of this shirt when I was searching for a not-too-tacky Batman outfit unlike the latest BvS-style shirts. It fits as a compression shirt should.

Bad reviews:

- The print on this was horrible quality and the material was cheap.
- Poor finish, pale colors, lots of loose threads, the material doesn't feel good to the touch

Awareness:

→ Problem aware: ✓

→ Solution aware: ✓

→ Product aware: ✗

1. How aware are they of the problems they face?

- They are pretty aware
- They know they want to be the toughest MF in the gym.
- And they want to be respected by other gym bros and for some, they want to attract chicks.

2. What degree of understanding do they have on the solutions available to them?

- They know that they need to look bigger/more shredded to gain that attention and respect that they seek.

3. Which products do they know about?

- Some of them know that a compression shirt will help them look bigger in the shirt, cause they won't be shirtless all the time and want to get the same attention they get when they are shirtless, while wearing a shirt.
- And a small percentage has seen a compression shirt before and know that it's the solution to their problem.

Sophistication:

→ They see that all fitness apparel brands sell the exact same thing. But most of them have a different status symbol attached to their brand. Like GymShark (The top player) uses this slogan almost every single time: WE DO GYM. So they are basically selling to everybody who loves going to the gym.

1. What headlines are the businesses in the market using?

- Tired of uncomfortable shirts ruining your workout?
- Our Crescent & Star gym compression shirts just dropped
- Meet Your New Workout Must-Have!
- Designed for technical performance and recreation, the Compression Collection offers a range of products guaranteed to take you through your toughest.
- Struggling to find comfortable, stylish, and stretchable athletic wear? Say goodbye to discomfort and hello to peak performance with our Compression Shirts!
- Fitness and Style can never go wrong.
- Discover your most best appearance yet with FlexFit! Say goodbye to bulges, bumps, and rolls effortlessly!
- Where Technology Meets Training. 🧬 Advanced Compression Shirts for advanced athletes.
- Engineered for Excellence. 🔧 Experience the ultimate in muscle support with our Compression Shirts.
- Struggling with uncomfortable gym wear? Feel restricted and unconfident during workouts? Our compression shirts are the game-changer you need! Don't settle for discomfort any longer.
- Achieve your slimmest look ever with FlexFit! This will banish bulges, bumps, and rolls effortlessly! 🙌 FlexFit not only defines your physique but also reduces the appearance of excess weight.
- Your ultimate solution for targeted pain relief and reduced inflammation is HERE!
- Maximize workouts with our Compression Shirts. Unleash peak strength effortlessly.
- Stay fresh, stay focused. 🧊 Our superhero compression shirts dry fast, control odors.
- Step into the gym as the hero you always wanted to be. Our Comic-Inspired Compression Shirts blend iconic style with unparalleled performance, designed to keep you going stronger, for longer.

2. What level of sophistication is the market at?

- Stage 5.

3. Are businesses niching down, selling identities, and creating cool experiences for the market? If so, how are they doing these things?

- Building a Strong Brand Aesthetic: They develop a distinct visual language through their marketing materials, social media presence, and product design. This aesthetic reflects the values and aspirations they want to associate with their brand (e.g., bold and edgy for a "bad boy" image, sleek and minimalist for a high-performance focus).

- Leveraging Social Media Influencers: Top brands collaborate with fitness influencers who embody their target customer and brand identity. These influencers showcase the clothes in action, demonstrating how they fit into the desired lifestyle the brand is selling.

- Storytelling Through Content Marketing: They create engaging content (blog posts, videos, social media stories) that tells a story. This content might highlight the journeys of real customers, showcase the brand's commitment to quality, or delve into the inspiration behind their designs. This storytelling helps build an emotional connection with potential customers.

- Community Building and Engagement: Top players understand the power of community. They actively engage with their audience on social media, host contests or challenges, and foster a sense of belonging among their customers. This creates a loyal following who feel invested in the brand and its identity.

Problems:

1. What is stopping them from getting what they want on their own?

- The time and effort it would take them to look bigger in a shirt (around 5-10 years of consistent bulking → That is cause they dont wanna get on roids).

2. What mistakes are they making knowingly or unknowingly that rob them of their dream state?

- Not doing the hardwork and not being consistent in the gym.
- Dirty bulking and not keeping tabs on their daily calorie intake.

3. What did the people who have reached the dream state do differently than the people stuck at the current state are doing?

- They are more "chill" than those that dont look big in a shirt.
- They are also more happy and confident due to that.
- Other women and other men respect them more as they are seen as hardworking and strong.

Solutions:

1. What solutions/mechanisms is your client offering?

- Being part of the "elite gym circle".
- Being masculine and not being like degenerates (rainbows, vapes, etc).

2. How does this logically help them achieve their dream state and solve their problems?

- This identity will get the attention from the women cause they will automatically become a high value man.
- This identity will help them become a respected individual amongst other men in the gym.

Products:

1. How do your client's products work? How do they logically help facilitate the solution?

- They are tight shirts which have the main purpose of making the person who wears it look bigger and make the muscles "pop out".

2. What situational desires does the market have that some products help serve?

- They help in focus (as they are not itchy), reduce inflammation, reduce muscle fatigue, improve blood circulation.

3. What is making them think our stuff is worth it?

- That they are paying a small amount and waiting for about a week (for shipping) and then they'll have the identity they want, as they already have a good physique but don't look good in normal shirts. → The shirt costs \$35.

4. Why do they believe it will work for them?

- Because it has worked for others.
- Because they have seen other people in their gym benefit from it.

5. What are they saying the reasons for trusting in our brand are?

- Because of a big audience on TikTok (our main platform).
- Because of a few but good testimonials showing that they got results from the compression shirt they bought and would definitely buy again.

6. Are there any problems or desires that have gone unaddressed?

- None.

Top Players:

1. What type of attention is most relevant to my business objective right now? Passive or Active?

- Passive → as most of their problems are in their subconscious and are not actively working towards solving them.

2. What opportunities and threats are top businesses using to get attention?

- They are using the opportunity that people will be more comfortable in their compression shirt.

3. What styles are top players using to grab the most attention?

- Extreme size
- Bold
- Movement
- Matches previous experiences with importance

4. How are top brands using mystery to draw more people in?

- They are not using mystery at all. Instead, they are just talking about their product straight up.

Examples Of Successful Copy From Competitors:

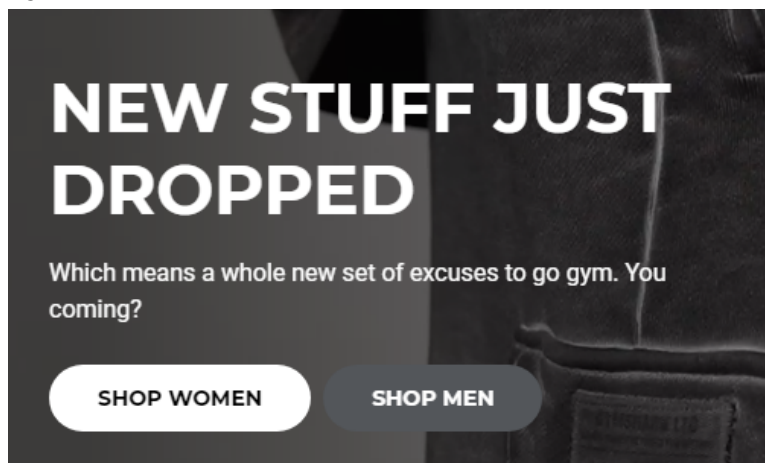
1. Social Media Ads:

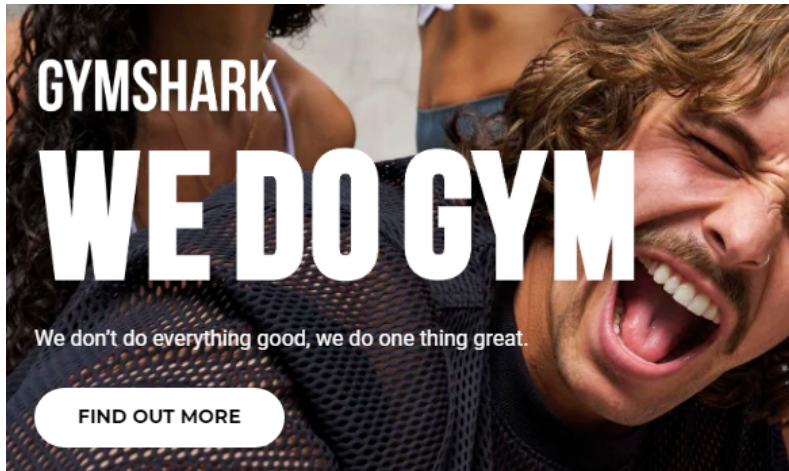
→ [Meta ads library](#)

- <https://www.facebook.com/ads/library/?id=296382173062764>
- <https://www.facebook.com/ads/library/?id=837511944812364>
- <https://www.facebook.com/ads/library/?id=410502314876520>

2. Website Copy:

GymShark:

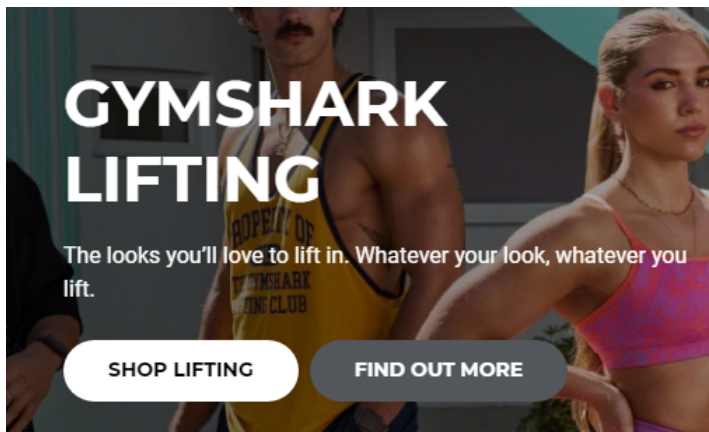




GYMSHARK
WE DO GYM

We don't do everything good, we do one thing great.

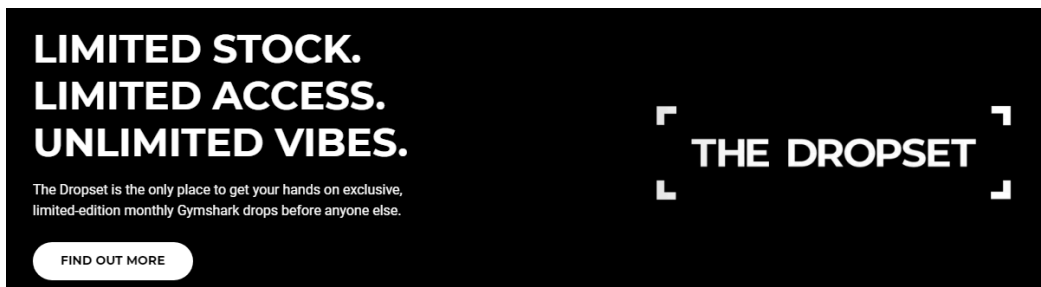
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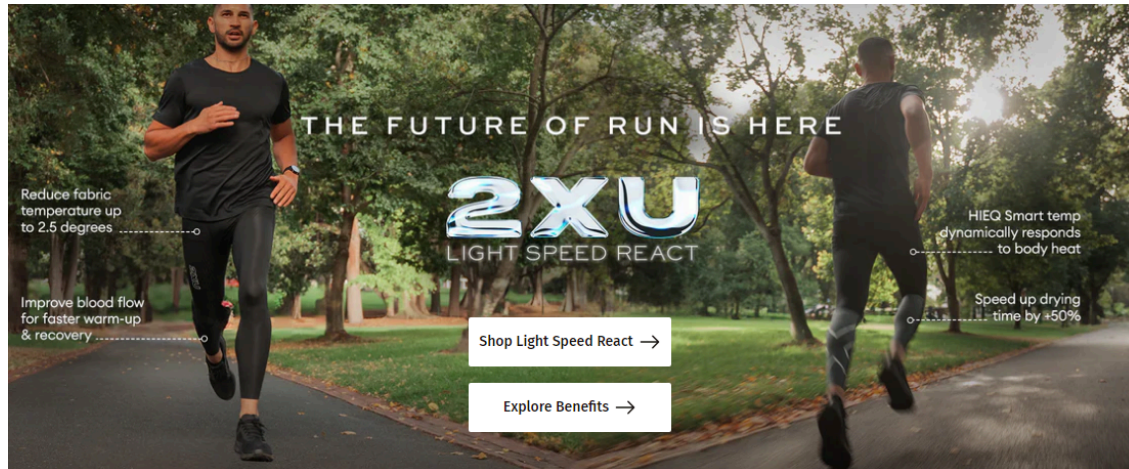
THE DROPSET

StayShredded:

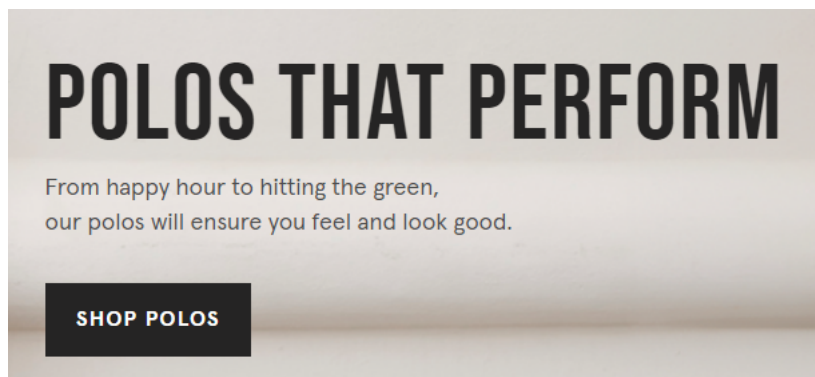
⚠️ WARNING! ⚠️

Our Gym Apparel is in
High Demand.
Shop Now, or Cry Later!

2XU:



Rhone:



Analysis:

Person X:

What's up guys.

X and Y here.

And we're rocking the new

Person Y:

Gives a light pat behind the neck, twice.

Person X:

Gosh damn dude.

Supervillain

Person Y:

Are these supervillain?

Person X:

Compression... stringers!

I think these are the best stringers I've ever worn.

Person Y:

Yeah, they hug the t*t\$ real nice.

Frankly, I'm looking jacked.

Person X:

Not as jacked as me though.

But you still look jacked.

Person Y:

I'll take that.

Gym and flexing.

Script-1:

Person X:

Hey guys.

This is X.

And I'm rocking the [Brand] Compression shirt...

Person Y:

Comes into the scene and pats Person X twice on the back.

Person X:

Gosh damn dude.

Wait hold on a second, you got them too?

Person Y:

Yeah, I did.

Sick right?

Person X:

Yup.

It looks better on me, though.

Person Y:

Yeah yeah.

The scene cuts to both of them working out (aggressively).

Script-2:

Person X:

Yo whats up guys?

It's X here with Y and today we're rocking the [Brand] compression shirt.

Person Y:

I kinda look jacked in this.

Person X:

Looks at Y, ignores what Y said, and then starts talking again.

What do you say?

Let's see how these perform during a workout.

Person Y:

Lets do it.

The scene cuts to both of them working out (aggressively).