

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both men and women.

- Approximate Age range?

All ages.

Occupation?

Any kind of job that demands focus.

- Income level?

Any income level.

- Geographical location?

Anywhere in the world.

Painful Current State

- What are they afraid of?

They fear not having enough focus to keep doing their job, can't concentrate on their daily tasks, their thoughts are stuck, keep having ideas but can't execute them, and the lack of creativity.

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

They are angry for not having enough concentration on their tasks, or for not clarifying their ideas, they think about something, and have an idea but can't take that idea off the paper, they don't concentrate enough to reach that.

- What are their top daily frustrations?

Can't concentrate on important tasks, waste of time during the day to complete tasks, make mistakes even on small things for not concentrating enough, and keep making the same mistakes for not focusing on simple things or in mistakes that have been committed before.

- What are they embarrassed about?

They are embarrassed about their lack of focus and concentration.

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

They feel like lazy people, like they are failures who can't do what it takes to be done, who have mental blocks that don't let them think or push their mind to reach the level of productivity that they wish to get, to start solving their problems and stop being a person who can't achieve their maximum mental potential.

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

They are viewed as lazy.

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

They would say they are very frustrated because they can't focus on their tasks and don't get enough concentration to do their daily tasks.

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 become super focused where whatever thing or person who tries to distract them would fail and everything that they would want to accomplish on every single day would be complete without any difficulty.

- Who do they want to impress?

At first themselves, to accomplish their tasks easily and after other on their day who are going to see a super focused and concentrated person.

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

They would be proud and happy.

- What do they secretly desire most?

They desire to stop being so lazy and to stop always not completing their tasks or obligations.

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

Values and Beliefs

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

They believe that they have some limitations where they can't focus or concentrate on their tasks. The problems are unfinished tasks, laziness, absence of pride in themselves for being the kind of person who can finish their tasks.

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

Themselves for not being able to focus and concentrate. They blame social media for taking their focus. Their children for not leaving them alone.

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

Yes. They have tried and failed because they didn't know about the focus pill and the real benefits.

They don't know how exactly it works and trust in fake products or only caffeine products and not knowing the real ingredients and formula that would have increased their focus.

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

They evaluate by their own thoughts, talk to people that are close to them, or try to figure out with basic or nonsense information that they get on the internet.

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

They respect famous people on the internet who talk about it, pages on the internet, YouTube, social media, etc.

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

They respect the effort in themselves and in the others who are trying to reach the focus and become more productive and concentrate more on their tasks.



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

The lack of focus, and laziness to being able to concentrate and become more productive on their tasks.

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

This last question I can't think on an answer and didn't find any trend about focus, so if someone has an idea or knows something and can tell I would be very thankful.

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

