

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

Majority adults as teens are less likely to be able to afford gym equipment so about 23+

- Occupation?

Anything

- Income level?

Anything

- Geographical location?

Ships to anywhere in the United States

Painful Current State

- What are they afraid of?

- Missing workouts

- What are they angry about?

- N/A

Who are they angry at?

N/A

- What are their top daily frustrations?

- Not having enough time for workouts due to having to travel to the gym

- Having to wait for gym equipment

- Having to go through such hassle just to workout

N/A

- What are they embarrassed about?

N/A

- 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?

N/A

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

N/A

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?

Wake up, straight out of there bed and be able to workout in there pajamas, no hassle, play there own music however loud they fricking want and do mini dances in between sets like no one is looking

(cuz their literally aint since they have a home gym!)

- Who do they want to impress?

N/A

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

Happy

Ecstatic

Relieved

Free

They would feel happy because they get to workout whenever they want, however they want and blast there favorite music and not have a care in the world while enjoying there workout

What do they secretly desire most?

Freedom, being able to do whatever they want, more time, they dont want to spend time traveling to the gym and having to wait for gym equipment to be free

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

I wish I had a home gym to workout whenever I wanted however i wanted for as long as i wanted and not worry about having to wait for equipment, im so sick of hearing the annoying gym music i just want to blast my own music

Values and Beliefs

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

N/A

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

N/A

- Have they tried to solve the problem before and failed?

N/A

Why do they think they failed in the past?

N/A

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

N/A

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

N/A

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

- Honesty
- Trustworthy
- On time



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

Laziness

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

N/A

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

