

Research Template

Target Market

- What kind of person is going to get the most out of this product?
- **The World-Class Life Coach Training & Certification offered by Coach Training EDU targets individuals who want to become trained and certified coaches.**
- **Overall, the World-Class Life Coach Training & Certification program is suitable for individuals who are passionate about helping others and want to make a positive impact in the world while building a fulfilling and rewarding career in coaching.**
- Who are the best current customers, with the highest LTV?
- **The best current customers with the highest LTV are those who are looking to build a career in coaching, either in-house or full-time independent coaches, and those who want to take their coaching skills to the next level by enrolling in the Advanced and Master programs.**
- What attributes do they have in common?
- **These customers have in common the attributes of being highly motivated, driven, and committed to their personal and professional growth. They are willing to invest in their education and career development and are looking for a program that is aligned with ICF & Health Board Standards and meets the guidelines set by the US Dept. of Education for vocational institutions. They also value the tuition guarantee and the option to choose between a one-time payment with a discount or a twelve-month payment plan.**

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.
- **Sandra, 34 years old , long brown hair tanned skin**
- **Background and mini life history.** You need to understand the general context of their life and previous experience.
- **Sandra works in a small counseling call center where she is constantly taking calls from people who need help. She is a single Mom who dropped out of college due to getting pregnant early. She was majoring in behavioral science, and the father of her child passed away years after, leaving her in debt, constantly seeking to provide for her daughter. Sandra wants to help people on her own terms earning more money.**
- **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.
- **Sandra goes to work and is on the phone every day where she is consulting young women to make better decisions in their life hundreds of calls in the day. She goes home to her daughter, where she makes sure she is also taking her own advice to help raise her child. She faces a lot of bills and has to go through her budget and cuts out what is costing her more money each month so she can make rent.**
- **Values.** What do they believe is most important? What do they despise?

Values

- **Sandra cares about her daughter and provides for their life in order to ensure that she can raise her daughter to make good decisions in her life.**

Despises

- **Wished she had the advice she is giving to young women her age whilst worrying about the collapse of the economy and that her job is not helping her create the life she wants for herself and her daughter. She is constantly worrying and trying to plan but has no idea how she can utilize the only tool she knows helps young women.**
- **Outside forces.** What outside forces or people does the Avatar feel influences their life?
- **Work**
- **Daughter**
- **Late boyfriend trauma**
- **Collapsing Economy**

Current State

- What is painful or frustrating in the current life of my avatar?
- **Sandra is currently not making enough money to support her life with her daughter, the weight of the economy is slowly crushing her ambition to keep working, and she is at a standstill trying to figure out how to launch and scale her online business. She feels as if she is failing as a mother and a provider because she is alone in her journey for success. She wants to embody the advice she gives to be a pillar of success for her daughter to look up to, but she is struggling with her choices.**
- What annoys them?
- **She thinks that you have to be tech-savvy to start her**

business as she sees on social media, she hates how complicated she thinks it is and how she may be unable to learn.

- What do they fear?
- **Not being able to overcome her financial obstacle as she is alone in debt and is a single mother to a growing child, she is scared of failing her daughter and herself. She does not want to take uncalculated risks. She is freaked about her daughter adopting negative habits that she has.**
- What do they lie awake at night worrying about?
- **Sandra worries that while she keeps failing, she will fall deeper and deeper into poverty and will lose her daughter to the system. She thinks that if her daughter enters the system, she will have a bad upbringing and make worse choices.**
- How do other people perceive them?
- **Her coworkers see that she is under pressure, and they hint at the feeling of pity toward her and think she's a deadbeat mom. Her daughter sees her stressed and scared and asks what's wrong daily.**
- What lack of status do they feel?
- **Sandra feels like a failure and feels she is not a positive role model for her daughter or the young women she consults. She thinks she is going crazy and is losing her determination to keep working.**
- What words do THEY use to describe their pains and frustrations?
- **Struggling**
- **Unhappy**
- **Stuck**
- **Fluff**

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- **Producing content while traveling to further inspire her clients to be the best women they can be for themselves and those around them, Sandra is always traveling with her daughter who she has more time to spend not worrying about her debt and filling the void her late boyfriend left of a successful family and eventually being able to move on with her life and fulfill her calling to help younger women live better.**
- What enjoyable new experiences would they have?
- **She loves that she is able to work 1 : 1 with her clients and able to connect with them more, she now has more time to spend with her daughter and travel to show her daughter the beautiful side of the world, Emily is living a life of excitement that she is proud to share with her daughter. She now feels less struggle.**
- How would others perceive them in a positive light?
- **Her former peers see that she is an accomplished mother who is using her experiences for good to help young women make better life choices, her clients see her as a positive role model who they aspire to match up to in their life, seeing she is in a successful state in her life given what she had to overcome. Her daughter tells her how proud she is to have a mother like her and is grateful for their bond, and is happy to listen to the advice she has for her.**
- How would they feel about themselves if they made that change?
- **Sandra feels she is a redefined woman who is a successful role model to the clients she has to help each day. She no longer feels like a failure and sees herself as an ambitious**

and capable mother and coach.

- What words do THEY use to describe their dream outcome?
- **Experience**
- **Authority**
- **Success**
- **Genuine**
- **Happy**
- **Reliable**
- **Role Model**

Roadblocks

- What is keeping them from living their dream state today?
- **Sandra feels out of her comfort zone when she thinks about starting her own business and taking on her own clients. She feels as if the process of starting the business is hard without money.**
- What mistakes are they making that are keeping them from getting what they want in life?
- **She is constantly overthinking and is paralyzed by the thought of failing because she is not only thinking about herself.**
- What part of the obstacle does the avatar not understand or know about?
- **She does not understand how she will market her business in a way that isn't needy and is unsure if he content and guidance would be helpful at all.**
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
- **She knows that she can create an excellent life coaching course but needs to overcome the paralyzing doubt she feels in herself reflecting her past choices which landed her in the current situation she is in.**

- **Solution**
- What does the avatar need to do to overcome the key roadblock?
- **She needs to shift her focus and rewire her doubt into powerful belief. She, in a way, needs to coach herself like she is one of the young women she helps daily.**
- “If they <insert solution>, then they will be able to <insert dream outcome>” **If Sandra can coach herself to trust in her abilities and tutelage, then her clients will see the result of that trust and, in turn, trust in her to guide them as their life coach.**

Product

- How does the product help the avatar implement the Solution?
- **She will be provided the blueprint she needs in order to ensure her business can take off once she has prepped her content and structured her course around it.**
- How does the product help the reader increase their chances of success?
- **She will be able to market her course to resonate with the young women she will be helping.**
- How does the product help the reader get the result faster?
- **Sandra will learn the keys to monetizing her knowledge weekly over a 4 month period.**
- How does the product help the reader get the result with less effort or sacrifice?
- **What she would spend on Ads and fancy technology she does not know how to use, she will learn how to manage this business only using the tech and tools she has already and won't need to waste her time on buying pointless**

additions to make her course seem professional.

- What makes the product fun?
- **A great starting point for someone who is considering an online design platform. Sharing the experience with like-minded individuals**
- What does your target market like about related products?
- **If you are unemployed now, underemployed, need to change directions, or looking for another way to add to your income while giving back, or just want a creative and exciting challenge (versus being home and bored or worse, home and frustrated), creating a course could be your answer. If so, this is the book that can gently yet firmly guide you to success.**
- What does your target market hate about related products?
- **It didn't take long to read this, but I was exhausted when I finished. I felt like I had been through one of those late-night fast-talking commercials on steroids. You know the type. "Buy now this stuff is great."**

Subject Line: How your life helps save lives

Dear <Subscriber>,

They say not all heroes wear capes and that saying is far from a lie.

You have a superpower no one can take from you.

We're not talking about leaping tall buildings in a single bound, moving faster than a bullet, or flying to the moon and back.

Having a gift that connects you with people on a deep and personal level will grant you endless power to use for the good of people who need you.

Your growing superpower will make you a hero of inspiration and wisdom.

[Click here to become a capable hero and start saving lives now.](#)

Subject Line: How to lead by example

Dear <Subscriber>,

The traits of a leader are held by people with experience when others lose their way.

A leader helps guide a person back to a state of comfort and assurance from the land of the lost.

When most are lost in the dark abyss of life where people are uncertain of how to move a leader steps in with their light show the rest of the way.

Being a leader is more than a fancy title or a nifty uniform it is a sign of certainty and experiences that helped mold the leader through dark periods of their life.

Your experience helps lead others to the best versions of their lives as you lead a person away from their problems and introduce them to your solutions.

[Develop your leadership traits and guide those lost in the dark with your light...](#)

Subject Line: The Coaching reward that keeps rewarding

Dear <Subscriber>

Our work is a reward in itself; however, there is one that stands out from the rest.

A coach has the luxury of meeting so many different people, building new relationships, and creating new connections.

Once you meet people from different backgrounds and cultures, you can understand many different types of people very quickly.

Sure, you're teaching others about your skills and life experiences, but you're also learning more which helps your clients better than most professionals out there.

Your journey will introduce you to the human blueprint to help you help your clients with the necessary answers to their many questions.

[Click here to claim the reward for blueprints of human interactions and personalities.](#)

Coach Training EDU