

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? 20-30

- Occupation?
Office and cubicle jobs
Busy work and bullshit
- Income level?

Anywhere from 50 - 150k / year (still hate the people and jobs)

- Geographical location?
American cities, UK cities
Urban areas

Painful Current State

- What are they afraid of?

Over time everyone is getting fired and being replaced by younger, cheaper, more temporary versions of you.

Your spouse is tired of hearing about your job after six months. And you couldn't care less about hers. Ten years later you wake up next to a total stranger. 40 years later you die next to one.

Using public transportation to get to work (fear of getting assaulted or worse)

Not being able to provide children/future family with comfort

Biting each dollar you get your hand on

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

Jobs are modern-day slavery. We are paid just enough to live and not more. You are punished if you ask for more.

The government gets up to 50% of your paycheck
you aren't allowed to make more than your Master, even if he's an idiot
I hate my job. I hate the people I work for, who are hypocrites and liars.

- What are their top daily frustrations?

talking about you and backstabbing you right now.

Paranoid at work

you create more value than you earn

Managers are blood-sucking heathens

I want to be rich because everytime I go to work I wish I wasn't going to work

- What are they embarrassed about?

You realize that all the dollars you spent on degrees to get you a job that will make you happy were completely wasted.

You were scammed but you can't let the next generation know so now you become part of perpetuating the scam.

- 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?

My spouse said: "You have a high-paying job in a glamorous industry." My spouse would divorce me if I quit and, in my industry, jobs like mine are disappearing every day. I have commitments that require money.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
forced to buy a house you didn't really want and now you will "lose a house" you never really owned if you don't bow down to the Masters every day.

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 keep the majority of their paycheck

Their wives are excited to what about their work

Surround themselves with virtuous people who don't try and snake them

Feel a sense of calmness while at work

Be able to tell your children most college courses are a scam without feeling like you have to lie

Their children look up to them undoubtedly and want to be like their hero (the father)

Buy the home and assets they aspire to, don't have to work to keep things

Is not the slave to a cruel system anymore

Feel fulfillment and not working just to keep the lights on and the wife at home feeling "secure"

- Who do they want to impress?

Themselves, wife, kids, friends

Their dickhead bosses they hated and who treated them like shit

Avid admirers watch in awe as riches conquer scarcity's grip

Social circles enticed by success, transitioning destitution into affluence

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

The desire to not be worked like a dog.

TO have respect in the workplace

To be able to talk ab how much their job sucked now that they are successful and it's not just "complaining"
They got through the hurt, the joy, the pain, the struggle, and most of all the sacrifice

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

I'm ready to work, man. I'm hungry to make a change in my life and start becoming more **financially secure**
I want a home I'm proud to say is mine everyday, a car i'm ecstatic about y peers finding out is owned by me
My family has comfort and protection by any worldly dangers because I put them in the situation that they dont need to fear anything, even the government taking away our assets
I have a circle of influence around me that stands for what i stand for, helping everyday for each other to become that much better

Values and Beliefs

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

They deserve more for the work they are putting in

They are a slave to their boss

They don't have an option but to go to work as how else will the bills be paid

Stuck in a cycle of wanting to make their own money but are to unaware

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

College, government, bosses and coworkers

Themselves for not putting in the correct amount of effort

For falling victim to the social norm lies which are pushed to all the people around them

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

They haven't tried because they fear the bills not being paid, or their wife divorcing them, or the kids not being able to eat.

They want to try to start their own path, but after a 12 hr shift they feel exhausted and their thoughts are comparable to a trash can

They are scared to be the crazy guy who quit his job when he has a family

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

They just know that they have to work, they don't see the potential ins starting a self made biz

They see if other people in their same/similar situation broke free from said solution

They need more assurance then a young man in college to take a big risk

They aren't fully confident they are capable of success that great

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

Mark Cuban - they have seen him all over the internet for years, as a humble, warmhearted, rich billionaire

Andrew Tate - he says the same things about jobs as them and tells them there are other ways to become rich & how a college degree is not one of them

College - they don't like colleges as they believe they were cheated out of a dream life

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

Pride to take care of their family (just hate the amount of hours it takes to do so)

Consistency - they go to work everyday, they believe they are doing their best

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

Confidence - when their wife and children want something and he has to say no it takes a hit on his manhood

Fear - it holds him back from starting a business and escaping the slave system they have been caught in for the past decades

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

Easy get money quick schemes

- Crypto pumps that made kids into millionaires
- Drop Shipping since it comes off simple to do but is far from it to become successful
- Remote jobs so they can save time to be with family
- Sales are too hard to learn since they have no self confidence

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

