

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? All
- Approximate Age range? 25-55
- Occupation?
- Income level? Average (1000-3000\$)
- Geographical location? US, UK, AS (A big majority is in US)

Painful Current State

- What are they afraid of? (They are afraid of their brain not working properly)
- What are they angry about? Who are they angry at? (They are angry at themselves because they can't think and use their brain at full capacity).
- What are their top daily frustrations? (short term memory, deep sleep, lack of focus)
- What are they embarrassed about? short term memory, lack of focus)

- 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?

The other people in their world think about them that they are incompetent because due to lack of focus and memory they can't do their everyday tasks as they should.

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

"Man, I don't know what is happening to me. In the last period I feel I can't do easy and everyday things as I was doing them in the past. I am tired and I can't focus like I was focusing in the past."

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 can do their tasks faster, with more confidence and having a better life in general.

- Who do they want to impress?

boss, Coworkers, friends, family (in this order)

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

Their most secret desire is to not be shamed in front of other people and in front of themselves (to feel that they are able to do things on their own with confidence).

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

"Man, I want to be more focused, to do my things faster, I want it to take me 1 hour to do "x" instead of 3".

Values and Beliefs

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

They think they have a better capacity to do their tasks but the lack of focus, short term memory loss are

holding them back.

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

Too much work, their work environment, social media apps, themselves (in this order)

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

I don't think they tried before.

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

Based on the capacity to be more energetic, focus more and do these things.

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

I don't know if they've tried anything else.

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

The capacity of doing things and doing it with full focus.



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

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

I don't think they know about trends.

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

