

Market Research Template

Who exactly are we talking to?

- Men and Women with ambitious towards big dreams to improving their physical health but lack motivations

What kind of people are we talking to?

- ❖ Men and Women
- ❖ 16 - 35 years of age
- ❖ Social Media Scrolling/Browsing
- ❖ Mainly the United States.

Painful Current State

-What are they angry about?

- ❖ About how they unhealthy physical is not benefiting to their daily life
- ❖ Ashamed of their Out of shape , Unhealthy self

-What are their top daily frustrations?

- ❖ Struggle to get out of bed
- ❖ Getting Home exhausted / Always exhausted
- ❖ Not being able to look like their desired body shape.
- ❖ Pessimistic about themselves

-What are they embarrassed about?

- ❖ The feel failure when not achieving their desired body transformation
- ❖ Not able to be active a Day to Day Bases
- ❖ Having to see them out of shape

Desirable Dream State

- ❖ They would get Exercise Daily
- ❖ They would have the body transformation they desired
- ❖ Less stressed and More active
- ❖ They'd feel new transform self

What do they want to impress?

- ❖ Friends or Work Colleagues
- ❖ significant other
- ❖ Parents

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

- ❖ **Feel confident and courageous**
- ❖ **The achieved meant they've always desired**
- ❖ **hopeful and confident about the future.**

- What do they secretly desire most?

- ❖ **Well respected, Strong and fit**
- ❖ **Leadership, Strength**

Desirable Dream State

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

- ❖ **Their Job**
- ❖ **Time needed**
- ❖ **Sometimes themselves, Peers and those around them**
- ❖ **Resources**

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

- ❖ **They have tried to motivate themselves to take action**
- ❖ **Read Resources**
- ❖ **Take beginner courses**
- ❖ **Demotivated**
- ❖ **Failed to take keep the motive momentum**
- ❖ **Didn't good enough**

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

Influential Figures

1. **Arnold Schwarzenegger - Bodybuilding legend, inspiring millions.**
2. **Michelle Lewin - Fitness model and influencer with effective workouts.**
3. **Joe Rogan - Advocate for diverse fitness approaches.**
4. **Jillian Michaels - Trainer known for comprehensive fitness programs.**

Respected Brands

1. **Nike - Innovation and quality in sportswear.**
2. **Under Armour - High-performance athletic gear.**
3. **Peloton - Revolutionized home fitness with interactive classes.**
4. **CrossFit - High-intensity workouts and strong community**

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

- ❖ Patient
- ❖ Strength
- ❖ Motivation and Passion
- ❖ Discipline
- ❖ Dedication
- ❖ Supportiveness

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

- ❖ Unsupportive
- ❖ Not Motivated
- ❖ Lazy
- ❖ Inactive
- ❖

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

Landing Page Copy:

How to Improve Your Fitness Health

Are you tired of looking unfit and want to improve your physical condition?

We will help you transition from feeling sad and out of shape to becoming a happier and healthier version of yourself, using modern fitness strategies "Employed by professionals." to help you transform your body.

Let us take you on a journey of transformation and success.

Meet Sarah Thompson,

the founder of Fitness Reality. A certified fitness expert with over 15 years of experience, Sarah has dedicated her life to helping others unlock their full potential. With a passion for fitness and a deep understanding of the human body, Sarah created Fitness Reality to provide personalized fitness solutions that deliver realistic results.

There was a moment when Sarah felt utterly defeated. After months of hard work and little to show for it, she questioned whether she would ever achieve her dream body. The frustration and self-doubt were overwhelming.

In this dark hour, Sarah made a crucial decision. She chose to dive deep into the science of fitness, nutrition, and human physiology. Through extensive research and experimentation, she discovered a fundamental truth: the key to fitness success lies in understanding and working with the body's natural processes.

This revelation led Sarah to develop a unique, science-based approach to fitness, now known as the Fitness Reality Method. This method focuses on personalized training plans, balanced nutrition, and sustainable lifestyle changes tailored to each individual's needs.

Ready to Transform Your Body?

With our fitness course, we can help you achieve your dream body transformation. Our experienced trainers will guide you every step of the way to reach your fitness goals.

- Getting help from professionals.
- Accessing multiple sections of fitness.
- 10 Modern fitness techniques and Diets
- Engaging with a supportive community.
- Track your Improvements
- Earn gym points to receive rewards and More

We have helped 250+ clients achieve their dream fitness goals.

The Choice is yours

Do nothing about it

- | |
|---|
| <ul style="list-style-type: none">● Continue to remain sad, unfit and out of shape, and unhealthy, Never achieve your dream physique |
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OR

Take Action

- **Transform Your Body and achieve your dream physique. Be in good shape, Healthy, Happier and Feel like a New You**

Sign up now to get a consultation with us and enjoy a 3-day free trial. It's risk-free, you can cancel anytime.

Sign Up - 3-Day Free trial
