

# Market Research Template

People that are in the market to increase their productivity.

## What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

18+

- Occupation?

N/A

- Income level?

N/A

- Geographical location?

U.S.A.

## Painful Current State

- What are they afraid of?
  - Not being productive, wasting time, and not getting to a place in their life where they want to be.
- What are they angry about? Who are they angry at?
  - They're angry about not having the things they want and the time to do them. They're not angry at anyone in particular. Still, they're angry about not having the things they want and the time to do them.
- What are their top daily frustrations?
  - They are getting very easily distracted by TV, social media, friends and family, and most frequently, their minds. This is because there is too much noise and distraction to allow them to focus on the tasks that they need to do.
- What are they embarrassed about?
  - Deep down, if they were honest with themselves, they would conclude that they lack self-control, which comes with inner embarrassment.
  - Additionally, they are probably somewhat embarrassed by the little things they refuse to do because they think they're better than doing "those things."
- 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?
  - It makes them feel reliable and like they can do anything they want. Also, it allows them to feel like they have unlocked their "true potential". These two things together make them able to be in a flow state, "stress-free", and committed to what they say they will do.
  - Other people tend to notice these problems but are too afraid to hurt the person's feelings. This makes it so they never learn or grow as a person. Their friend would tell them about their problems. They would say that this person can't focus on a single thing for an extended time and feel they can't be productive.
- What would they say if they were to describe their problems and frustrations to a friend over dinner?
  - I believe they would say, "I've been struggling to focus and be productive with certain tasks that normally I would do with ease, and I think it has to do with specific things that are not easy, but

more simple. What advice do you have for me?”.

## Desirable Dream State

- What would it look and feel like if they could wave a magic wand at their life and change it immediately into whatever they want?
  - It would be a completely stress-free world. They would feel a sense of drive to do anything they desire. They would be experiencing their true potential in a complete form while also getting things done at a pace they never imagined was possible.
- Who do they want to impress?
  - In their dream state, they desire to impress nobody but themselves, but if they did want to target someone to impress, it would be angled towards the people close to that person (family/friends). This is because they would have the most empathy and care.
  - Then there is also the side to it where they might want to impress their boss. They would do this by showing their new and improved way of being productive and staying focused.
- How would they feel about themselves living in their dream state? - What do they secretly desire most?
  - Once they are in their dream state, they would LOVE it, but after a while, if they aren't careful, they might slip back into their old habits and fall out of this dream state. So if they keep themselves under wrap and center-then, there would be no problems, and they would feel ecstatic about what life has to offer. They could do anything with this newfound productivity.
  - They secretly desire to get things done while being positive and insightful and remaining organized and at peace.
- What would they say to describe their dreams and desires to a friend over dinner?
  - They would express to this friend what their desires are. Then they would get into why they want and need these things, saying things like “My life would just be better if I were a little more productive at my job.” or maybe “Me and the wife would have such a better marriage if I just had the productive motivation to fold my laundry.”.

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
  - They think that they're “productive enough”. In reality, they are never doing enough of whatever task they're supposed to be doing.
- Who do they blame for their current problems and frustrations?
  - They want to blame themselves but lack the reality, to be honest with themselves. They instead blame others, or more commonly. They blame external parts of the world (not people).
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
  - Yes, they have tried many times in the past but also failed many times. They fail and keep failing because they're not honest with themselves about whether or not they are being productive.
- How do they evaluate and decide whether a solution will work?
  - Decide based on their feelings and not reality and what will work and benefit them in the long term.
- What figures or brands in the space do they respect and why?
  - N/A
- What character traits do they value in themselves and others?
  - They love that they know everything, know what's right, know what they do and don't like. And they value others, teaching them new things and validating what they already think.
- What character traits do they despise in themselves and others?
  - If they were honest with themselves, they would despise their lack of consideration for other people's opinions and life practices.
- What trends in the market are they aware of? What do they think about these trends?
  - They are aware of the trends in the market where people tell you to be organized precisely.

They recognize these because it instantly reminds them of what they don't do and are not.

## Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitor's customers and testimonials
3. Talking with anyone you 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**  
[https://www.amazon.com/Getting-Things-Done-David-Allen-audiobook/dp/B01B6WSK5C/ref=cm\\_cr\\_ar\\_p\\_d\\_pr\\_oduct\\_top?ie=UTF8](https://www.amazon.com/Getting-Things-Done-David-Allen-audiobook/dp/B01B6WSK5C/ref=cm_cr_ar_p_d_pr_oduct_top?ie=UTF8)
  - g. Yelp and Google Business/Maps Reviews