

Research Template

Target Market

- What kind of person is going to get the most out of this product?

A group of people sick of wasting their days to a 9-5

- Who are the best current customers, with the highest LTV?

Those with a drive for success who truly want to make it out.

- What attributes do they have in common?

They all slave away at a job. They want an opportunity to make it out.

Entrepreneur, someone who wants to think out the box,
People sick of a 9-5, the entire Hustlers University Base,
aspiring business owners, People that need to build their
knowledge of how to get out of a job, ecommerce startups,
brokies,

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Charlie, 18

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

He's been told all his life a certain way of living which is work till you drop to pay back debt and earn someone else all the money he makes.

- **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.

Charlie spends his days going to school and work. He doesn't have a clue.

- **Values.** What do they believe is most important? What do they despise?

He believes in hard work and a stoic mindset.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

His teachers , parents , and boss all tell him the same thing: "go to college and go to work."

He feels like the system cannot be beat and the only way to make it work is with the system.

A great lesson on having the right money mindset

Thoughts one should consider no matter where he is with money

Well, I am not "rich" in terms of monetary value, so I guess that qualifies me

These avatars are the people hungry for more, they want freedom, expression , and creativity. The jobs they have keep them stuck in place. This book will give them a look into the outside world, the open, the opportunity, and more.

Current State

- What is painful or frustrating in the current life of my avatar?

Lack of time and a need to let go.

- What annoys them?

Not having the ability to figure his life out and the incapability of building a strong foundation.

- What do they fear?

Wasting his life.

- What do they lie awake at night worrying about?

He worries if the road ahead is the right one to take. Isn't there more?

- How do other people perceive them?

He's a respectful young man

- What lack of status do they feel?

Real strength and knowledge in his ability

- What words do THEY use to describe their pains and frustrations?

Can't, maybe, one day, somehow, etc.

59% of American workers say that they will probably be working longer than they anticipated.

it's sad to see real entrepreneurs stick to a regular 9-5 even tho it bugs them to death just because society tells them that's the way to go.

I am a 16 year old who aspires to make tons of money once I am older,

feeling sorry for yourself

I was the stupid civilian who didn't know anything.

I went through rough things in life that have sucked the passion out of me. In addition, I was unemployed since my few months ago graduation. With so much time on my hand, my brain starts up the routine negative thinking. I look for employment but I don't put any passion into it. I try to lose weight but I feel 0 motivation or passion about it. Of course, this leads me to the point of not caring.

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?

The big house, fine chick, and sustained income. TOPG

- What enjoyable new experiences would they have?

He would be able to choose what he wants to do , when he wants to do , and what he has to do to achieve it.

- How would others perceive them in a positive light?

He was a respectful young man and still is to this day. The difference is his lifestyle, relationships, and ability to give.

- How would they feel about themselves if they made that change?

The confidence that would surge day in and day out. A dependable mindset of growth and discipline. He'd be the man, the myth, the legend himself.

- What words do THEY use to describe their dream outcome?

Rich, strong, classy , smart, etc.

Entrepreneurship is like living a few years of your life like most people won't, so that living a few years of your life like most people won't

The "Self-work" principles you need to become a high value man / woman to attract your dream partner and dream life!

The Essentials (Fitness, Family, Finance & Freedom) you need to build a family empire that can sustain for generations.

I need to be able to focus on me and things that fuel me.

I have been dropshipping for 3 years and I failed many stores if you were asking. However, I built a successful local brand just 2 years and my business has been growing strong thanks to what I have learned

it was such a masterpiece and thank you for the free content so much for a person like me who can't afford to buy any course, this is such a treasure.

1 Strong vision and determination: Successful entrepreneurs have a clear vision of what they want to achieve and are committed to making it happen.

2 Problem-solving skills: Entrepreneurs need to identify problems and develop innovative solutions to meet the needs of their customers.

3 Adaptability: The ability to pivot and adapt quickly to changes in the market is crucial for entrepreneurs.

4 Financial management: Entrepreneurs need to be able to manage their finances effectively, including budgeting, forecasting, and securing funding.

5 Networking: Building strong relationships with partners, suppliers, and customers is essential for success.

6 Sales and marketing skills: Entrepreneurs need to be able to effectively promote and sell their products or services to generate revenue.

7 Strong leadership: Successful entrepreneurs are able to inspire and motivate their team to achieve their goals.

8 Continuous learning: Entrepreneurs should be open to learning new skills and knowledge to stay ahead in the market.

Great book and great learning. I highly recommend it. 🧡 The best book I had ever

read. It totally transformed my life.

Roadblocks

- What is keeping them from living their dream state today?

The outside forces and people telling him what to do because they never took the risk.

- What mistakes are they making that are keeping them from getting what they want in life?

Never thinking for himself and living by the system.

- What part of the obstacle does the avatar not understand or know about?

If he would search for the knowledge, and gain the experience in business.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

His mindset.

living a few years of your life like most people won't

So what are you going to do for you and your family

You already have some valuable knowledge, skills, and experience. To make an impact with a successful business, first consider what you can do

I've learned that no self help book is a cure all, this one including. But if I can take just ONE valuable piece of information/advice from the book that improves my life, it's totally worth 5 stars

It is fascinating how everyone wants to be financially free but yet no one has the challenging ability to discipline themselves

"I sure hope things will change."

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It should be pointed out, also, that this is NOT a get-rich-quick book. If anything, it is a get-rich-slowly book. And, after all, if you do want to accumulate a few million bucks, don't you think you had better have a definite desire, accompanied by a real-life plan, as well as complete concentration on that plan, and complete tenacity/perseverance?

Solution

- What does the avatar need to do to overcome the key roadblock?

Fix his mindset and set goals for success.

- “If they <insert solution>, then they will be able to <insert dream outcome>”

If he read this book, he would be able to see the most amazing rabbit hole a man can find.

To provide value to the world and help young entrepreneurs

Building wealth involves developing good habits like regularly putting money away in intervals for solid investments. Financial management is a crucial topic that most tend to shy away from, and ends up haunting them in the near future. Putting our time and effort in activities and investments that will yield a profitable return in the future is what we should be aiming for. Success depends on the actions or steps you take to achieve it. "You're not going to remember those expensive shoes you bought ten years ago, but you will remember every single morning when you look at your bank account that extra 0 in there. I promise, that's going to be way more fun to look at everyday"

I learned that the only way things are going to change for me is when I change

This will teach you the most important thing about getting what you want in life - knowing what you desire

(There is no such reality as “something for nothing.”

When defeat comes, accept it as a signal that your plans are not sound, rebuild those plans, and set sail once more toward your coveted goal.

Product

- How does the product help the avatar implement the Solution?

It gives him a new train of thought that could potentially change the whole outcome of his life.

- How does the product help the reader increase their chances of success?

It gives him tools and understanding to work with and mull over.

- How does the product help the reader get the result faster?

It's as simple as taking a few minutes a day to read some words.

- How does the product help the reader get the result with less effort or sacrifice?

A book is probably the easiest thing to start this journey.

- What makes the product fun?

It opens eyes by giving insight on how to really make it.

- What does your target market like about related products?

They give us tools that are known to work.

- What does your target market hate about related products?

Some who release these books don't truly get it and could lead people astray. They hate having to read a book cause it's not "fun"

Every successful person has used the principles described in this book, either consciously or unconsciously. I remember reading about the legendary martial artist, actor and philosopher Bruce

Lee, that this was the book he was always referring to. He copied quotes from it and kept them in his wallet to read when he was in difficult times. In my opinion, this book made him reach the Himalayas of success. But Bruce was not the only one. So many people have used its principles to raise to the top.

Although Napoleon passed away a long time ago, I only wish he could have renamed his book to "Think and Grow in whatever the hell you want". From the bottom of my heart, thank you.