Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? 12-26
- Occupation? Students/Office workers
- Income level? 40k 70k
- Geographical location? America

Painful Current State

- What are they afraid of?

"I started going to the gym with no knowledge on what to do"

"I'm happy that I don't feel like I'm starving anymore. I learned how to eat the foods I love, feel full, and still lose weight."

From Video Testimonial of Justin - "one of my problems was knowing what to do" - reverse engineering means he did not know what to do in the gym.

From testimonial from Brady S. - "This program helped me learn to trust the process and be consistent. I used to always quit whenever things got hard or I fell off my training/nutrition. But what I realized is that as long as you stay consistent and understand that some days will be harder than others, you will be successful!" - reverse engineering means he was afraid to trust the process and was NOT consistent

- What are they angry about? Who are they angry at?
 - "I'm happy that I don't feel like I'm starving anymore. I learned how to eat the foods I love, feel
 full, and still lose weight." reverse engineering means they were angry that dieting left them
 with food choices they don't like, they couldn't eat food and couldn't lose weight"
 - 2. "The program is understandable, efficient and sustainable unlike other gym programs and "bro science" I have tried." reverse engineering suggests other programs were not understandable, not efficient and sustainable
- What are their top daily frustrations?
 - 1. From Video Testimonial of Justin "My biggest problem was consistency" its his daily frustration as he was not going to the gym daily.
 - 2. "I had people check my form. I was aware of progressive overload and i tried to increase weight as much as possible. Nutrition wise i ate over maintenance and it was pretty clean, 150g protein every day, multivitamins, fish oil. Its so frustrating..
- What are they embarrassed about?
 - 1. From video testimonial of Josh "I was a casual gym visitor, i would gain weight and felt uncomfortable with my body"
 - 2. From testimonial from Brady S. "This program helped me learn to trust the process and be consistent. I used to always quit whenever things got hard or I fell off my training/nutrition. But what I realized is that as long as you stay consistent and understand that some days will be

harder than others, you will be successful!" - He was embarrassed about quitting when things got harder and went off road with training and nutrition.

- 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?
 - 1. "From video testimonial of Josh "I was a casual gym visitor, i would gain weight and felt uncomfortable with my body"
 - 2. From video testimonials of Justin The program helped me rebuild the confidence, the love, and the self-respect I needed to have for me and mentally getting to the point where I needed to be. from reverse engineering i think we could say that before trying out the program he did not feel confident, didn't have the self respect and love he needed to get to the point where i needed to be
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
- " i would gain weight and felt uncomfortable with my body"

"I'm happy that I don't feel like I'm starving anymore. I learned how to eat the foods I love, feel full, and still lose weight."

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?
- "I have definitely had a boost in confidence since I lost the weight and much more since I started putting on more muscle mass. My mood, temperament and overall mental health has vastly improved as well.".
- Who do they want to impress?
 - Their friends and family members their girlfriend.
- How would they feel about themselves if they were living in their dream state? What do they secretly desire most?
 - 1. "I can see definition in places I've never seen before. Even with exercising at home, I have crushed my fitness goals."
 - 2. "I used to have a skinny fat body and thought I was stuck with it for life, now I'm in disbelief whenever I look in the mirror. The whole program is awesome."
- If they were to describe their dreams and desires to a friend over dinner, what would they say?
 - 1. "I can see definition in places I've never seen before. Even with exercising at home, I have crushed my fitness goals."

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
 - "I used to have a skinny fat body and thought I was stuck with it for life," reverse engineer means he had a skinny body
 - I can't believe the change you can get in such a short period with this program. I haven't been 100% consistent but have still seen amazing results. reverse engineering means they believed that you couldn't change much from skinny body
- Who do they blame for their current problems and frustrations?
 - "I guess I already know the answer to my question of why it takes so long I'm not young anymore. I'm doing everything right "
 - "that every kg I ever gain feels like it is just fat. Eating has become tiring, also quite expensive. Cottage, eggs, meat.. it is all so expensive. Protein makes me fart and shit like a lion".

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

Problem: Can't gain muscle, why do they think they failed in the past? :"Problem is, that every kg I ever gain feels like it is just fat. Eating has become tiring, also quite expensive. Cottage, eggs, meat.. it is all so expensive"

"That's a great point! I love progress pics - I take them weekly. Without them, I wouldn't be able to notice ANY change. I do notice slight changes, but nothing that I feel is representative of the work I put in inside and outside of the gym" - Blames genetics.

- " had tried many other programs in the past but always failed. The Build program though was totally different. It gave me exactly what I needed to build lean muscle and get stronger on all my lifts through proper training and nutrition"
- How do they evaluate and decide if a solution is going to work or not?
- "I competed in my first show last October (I have a coach who took me through a reverse, comp prep, and now a bulk) and have been bulking for ~7 months at 2600-2800 calories. No cardio except 5m incline walking to warm up and 8-10k steps per day. I implement progressive overload and typically advance each week (or every other week, depending on the lift), but I still don't see any major changes to my physique.

I have seen some very SMALL improvements, but I feel like the second I start to cut I will lose all my hard earned muscle. This happens every time I cut regardless of how much protein I consume (during prep, protein never dropped below 125g - even when I was on 1100 cals)." - decided if a solution is going to work or not by a authority figure in this case it was his coach

Testimonial from Eshan - "I started going to the gym with no knowledge on what to do. After a few months, I stumbled upon BWS and I knew I wouldn't be disappointed because everything was backed by science and facts. I look and feel like a different person now."

- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others?
- "The Beginner build was exactly what I needed to go from skinny and insecure to strong and confident." g means he values strong and confident



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

Testimonial from Dekota C: "I had struggled with getting stronger on my lifts and losing my belly fat. But once I really took the time to dial in the training and nutrition taught in the program, results started coming in."

- "The Beginner build was exactly what I needed to go from skinny and insecure to strong and confident." reverse engineer means he despised being skinny and insecure.
- What trends in the market are they aware of? What do they think about these trends? Testimonial from Martin C "I was skeptical at first since there are so many fitness gurus out there trying to make a quick buck, but after taking a leap into the Shred, I was blown away."

"You're the only fitness YouTuber that doesn't make me feel like I need to become super jacked, and ya don't make the stuff feel overwhelming"

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

