

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?

1. **“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

