

Market Research

‘M.A.R.K.E.D. Funnels’

Who exactly are we talking to? *Entrepreneur/s*

What kind of people are we talking to?

- Men or Women? *Pointed at both audiences*
- Approximate Age range? *18-30 year olds*
- Occupation? *Digital Online Marketing*
- Income level? *3-4 figures a month*
- Geographical location? *Online*

Painful Current State

- What are they afraid of? *Investing into something that might not be authentic.*
- What are they angry about? Who are they angry at? *Not being able to increase sales at a rapid rate. Having low self esteem in themselves, as well as the business.*
- What are their top daily frustrations? *Not enough sales, revenue, and attention for their company*
- What are they embarrassed about? *They lack salesperson skills and are embarrassed about the problems they are currently unable to solve, such as having no skills with any type of computer software, or any type of experience in the Digital Marketing world.*
- How does dealing with their problems make them feel about themselves? *Very low self esteem and confidence in business, also constant fear of never learning new ways to increase business.* - What do other people in their world think about them as a result of these problems? *Not being able to sell enough trending/exciting products leads to obvious failure, offers/prices are out of range compared to other companies, or just the quality of their business.*
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? *“Hey John, as you know, I've been experiencing some problems with my business that have been surfacing these past few weeks, which of course, is quite frustrating and a tad worrying to be honest. Our sales are not meeting the expectations we had originally hoped for and our monthly revenue has been dropping steadily. The attention we aimed for hasn't been met, and we are slowly losing confidence in the business we worked so hard for. So yeah, lots of problems my friend.”*

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? *A dramatic increase in sales, leading to more financial freedom and other future goals such as other business opportunities, and being able to travel. The feeling of being free from debt, stress, anger, etc.*
- Who do they want to impress? *They want to show everyone that has ever doubted or put them down, impressing their girlfriends and husbands could be a clear goal in mind, but most importantly, the ones they love and choose to call family.*

- How would they feel about themselves if they were living in their dream state? *The individual/s would feel a sense of natural dopamine leading to happiness and the confidence to chase certain goals and dreams in life which then leads to even greater success in life.*
- What do they secretly desire most? *Financial freedom from their current situation, also the confidence to keep going matter how hard life gets.*
- If they were to describe their dreams and desires to a friend over dinner, what would they say? *"Hey John, from one friend to another, have you ever thought about your current dreams and the type of energy to chase great things in life? Personally "I'd want my businesses to be super successful so I wouldn't have to worry about providing for my family, friends, and myself."*

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? *They know that the tactics they've used in the past have obviously failed and if they continue to do so. They won't be able to keep up with businesses that are making bigger sales with bigger customers.*
- Who do they blame for their current problems and frustrations? *They tend to blame themselves for something they should've known or could have known that would have helped the business tremendously.*
- Have they tried to solve the problem before and failed? *Yes, using old sales skills and outdated strategies from old friends who have also failed in business..* Why do they think they failed in the past? *They know that they have skipped some crucial steps into growing a successful business leading to their current state.*
- How do they evaluate and decide if a solution is going to work or not? *They now know that researching other businesses that are super successful before action helps tremendously, and it's always best to take the necessary steps to do so. Another thing they learned was that using sources such as Reddit, Youtube, personal friends/family, and connecting with other entrepreneurs who have had the exact same problems they face, have all shown proof leading to success.*
- What figures or brands in the space do they respect and why? *They understand that people such as Justin Waller have similar tough lives and share characteristics such as knowing who a man should be and what kind of steps it takes to reach that point in life you truly desire. The only difference between the two of us, is he kept going and reached a high level of success.*
- What character traits do they value in themselves and others? *One trait they value in themselves, as well as others, is the ability to keep going, no matter the outcome. Whether that is negative or positive. Having a positive can-do attitude is absolutely essential in today's society and giving up is something they fear but know can be overcome with confidence.*



- What character traits do they despise in themselves and others? *They don't like the fact that they themselves give up easily when a solution could be right around the corner.*
- What trends in the market are they aware of? *They learned that people in the digital marketing world are picking popular trends such as video marketing, website design, and mastering AI as a tool.* What do they think about these trends? *Some trends don't relate to what they have to offer, but that doesn't mean they shouldn't change and stay in the situation they are in now.*

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

