MARKET RESEARCH TEMPLATE

Who exactly are we talking to?

Generally, What Kind Of People Are We Targeting?

- Men
- 18-21
- University
- Low income level
- Leicester

Painful Current State

- Afraid of intimidating situations
- Angry at themselves as they are aware with the problem but lack the discipline to take action
- Their top frustrations are being weak and lacking confidence
- They are embarrassed about their body and mindset
- Dealing with these problems would allow them to take steps in reaching their genuine potential

- Time effort and discipline is what stops them now

Desirable Dream State

- Good body, strong resilient mind, respect, discipline
- Women, friends family
- They desire money and a foundation to build key skills upon
- Want to develop true brothers+ be apart of a family

- Rich, respected, strong , disciplined, capable

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face?
- They blame themselves plus a lack of time for their failure to take action

- All they need is 1 session to feel the atmosphere brotherhood and their steps towards the potential refined man
  . they probably respect the ufc
- They lack discipline and tenacity they give up easy
- Lack of intelligent planning fail to prepare prepare to fail
- Party groups or lack of groups, be a clown and stupid impulsive decisions or lack an ability to socialize and gain respect from others

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
4. market
5. People oversharing their thoughts and feelings online
   a. Youtube
      i. ("My journey" type videos)
      ii. Comments
   b. IG
   c. Facebook
   d. Twitter
   e. Reddit
   f. Other Forums
   g. Amazon.com Reviews
   h. Yelp and Google Business/Maps Reviews

Basic Avatar

[PASTE IMAGE HERE]

Name:

Background Details
-

Day in the life:
-