

MARKET RESEARCH MODEL

[COLYSEUM]

Who exactly are we talking to?

In general, what kind of people do we target?

- Men or women?
 - Men 53.6% Women 46.3%
- Estimated age range?
 - 24-54
- Professional?
 - Regularly employed
 - Students
 - Pensioners
- Income level?
 - 1600€-6000€
- Geographical location?
 - Finland, Vantaa, Sähkötie 8

Painful current state

- What are they afraid of?
 - Failure
 - There is no value for money
 - The looks of others
 - Not belonging
 - Getting sick
 - Illness of a loved one
 - Getting hurt
 - Running out of money
- What are they angry about? Who are they mad at?
 - About their condition and blame themselves for it
 - About the job they are in
 - For the results they don't achieve
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- What are their biggest daily frustrations?
 - "I wish the Colyseum hall was a little closer to Espoo. I would have come to train

- there a long time ago 🔥 Online coaching just doesn't work for me anymore 😊"
 - Awakening
 - Going to work
 - Traffic jams
- What are they embarrassed about?
 - Of his own condition
 - Making a mistake that could have been avoided
 - Dropping weights
 - Making extra sounds
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- How does dealing with their problems make them feel? - What do other people in their world think of them as a result of these problems?
 - Out of frustration
 - Annoying
 - Stupid
 - Day ruined
 - "Nothing comes of anything"
 - "That's stupid"
 - "Embarrassing"
- If they had to describe their problems and frustrations to a friend over dinner, what would they say?
 - Busy at work
 - They don't tell
 - They blame others
 - There aren't enough holidays
 - There is not enough money
- What is stopping them from solving their problems now?
 - Laziness
 - Motivation
 - Ignorance
 - If
 - Location
 -

Desired dream state

- If they could wave a magic wand in their life and instantly change it to whatever they want, what would it look and feel like?
 - "Just today it was said that no matter how bad the day is, the Coliseum has such an atmosphere and atmosphere among everyone that you forget your worries 🔥 I recommend ❤️"

- There is no stress
- There is enough money
- Can travel around the country
- You can buy what you want
- Dream husband or wife
- Happy family
- Fine valuables and cars
- Dream body/Body
- Oh mentally perfectly
- Who do they want to impress?
 - To himself
 - To the family
 - To those close to you
 - To friends
 - To others who train with you
 - To the boss
 -
- How would they feel about themselves if they lived in their dream state? - What do they secretly miss the most?
 - Braggart
 - Money
 - Love
 - Friendly glances
 - Taking note
- If they had to describe their dreams and hopes to a friend over dinner, what would they say?
 - "Having probably been to twenty gyms, Colyseum is the number one in the comparison. The staff is nice and friendly and the setting is great! 👍👍👍 Definitely one of the saddest things about moving to another place."
 - "I wish the Colyseum hall was a little closer to Espoo. I would have come to train there a long time ago 🔥 Online coaching just doesn't work for me anymore 😊"
 - "Just today it was said that no matter how bad the day is, the Coliseum has such an atmosphere and atmosphere among everyone that you forget your worries 🔥 I recommend it ❤️"
 - One day I will achieve this
 - "Should win the lottery"
 - "If there was enough time"

Values, beliefs and tribal alliances

- What do they currently believe to be true about them and the problems they face?
 - They need a good gym to be able to work out
 - You're in pretty good shape, but you want to be in better shape
 - The gym they want is too far
 - The atmosphere of the gym helps motivate you to work out
 - Gym equipment affects the result of the workout
 - Committing to one gym is difficult because there are so many close by
- Who do they blame for their current problems and frustrations?
 - Itself
 - Other people
 - Gym
 - The boss
 - The weather
 - Monthly salary "there is not enough money"
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- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - Because the motivation hasn't been enough
 - Because they are interested in another gym and have joined it
 - Because the atmosphere in the gym has not been good
 - Because the equipment in the gym has not been good
 - Because they have trained too hard
 - Because the motivation is gone
 - Because there is too little time
 - Because after a day's work, it's tiring
- How do they evaluate and decide if a solution works or not?
 - "Having probably been to twenty gyms, Colyseum is the number one in the comparison. The staff is nice and friendly and the setting is great! 👍👍👍 Definitely one of the saddest things about moving to another place."
 - "You have to come and test it!"
 - "You can get to know the place!"
 - They will come to get to know each other
 - Does the gym have good and high-quality equipment
 - Does the gym have a good atmosphere
 - Is the gym air-conditioned
 - Is the gym generally in a clean condition?
 - What kind of other people work out at the gym
- Which industry figures or brands do they respect and why?
 - Sports clothes because they fit well
 - ICANIWILL

- Taffer
 - STRONG because their training programs work
- What character traits do they value in themselves and in others?
 - Positivity
 - Integrity
 - Friendliness
 - Consideration of others
 - Encouragement
- What character traits do they despise in themselves and others?
 - Selfishness
 - Discourtesy
 - Does not consider others
 - Messing up
- What market trends are they aware of? What do they think about these trends?
- What tribes do they belong to? How do they communicate and gain status in those tribes?
 - Gyms
 - Athletes/Exercisers
 - Fitness
 - They own a gym card
 - They post pictures of their progress on social media
 - Fitness

Places to look for answers:

1. Your client's current clients and testimonials
2. Your client's competitor clients and testimonials
3. Talk to anyone you know personally who matches the item
4. market
5. People who share too much of their thoughts and feelings online
 - a. Youtube
 - i. ("My journey" type videos)
 - ii. Comments
 - b. IG
 - c. Facebook
 - d. Viserrys
 - e. Reddit
 - f. Other forums
 - g. Amazon.com reviews
 - h. Yelp and Google Business/Maps reviews

Basic Avatar

Avatar description (customer persona):

- **Age:** 25–54 years
- **Sexual:** Both men and women
- **Professional:** Office workers, professionals, entrepreneurs
- **Income category:** Average and higher incomes
- **Life style:** Busy, but wants to invest in health and well-being
- **Daily Challenge:** Lack of time, fatigue and difficulty finding a balance between work and free time
- **Feelings:** Guilt and frustration at not being able to follow the training routines
- **Dream:** A healthy and strong body, more energy and self-confidence, a balanced life

Avatar's physical, mental and emotional state:

- **Physically:** In good but average condition
- **Mentally:** Wants development, but experiences failure in maintaining routines
- **Emotionally:** Looking for motivation and a better community, longing to belong
- **Short term goal:** Find a suitable gym
- **Medium-term goal:** Commit to routines and training
- **Long-term goal:** Visible physical changes and better self-esteem

Avatar's current pains, desires, beliefs and trust:

- **Pain:** Lack of time and energy to start training
- **Desire:** Find a gym that will help you achieve your dream body
- **Beliefs:** Joining a gym can help you achieve your goals
- **Confidence:** Believe in the COLYSEUM
to be a good choice, but needs certainty before committing

Avatar Dream Mode:

- **Dreams:** Be part of a gym with a great community, make friends and stay motivated
- **High goals:** Maintenance of routines, clear physical change, and social status
- **Lifestyle dreams:** Money, travel, nice clothes and cars, harmonious family life

Desire for solutions and decision-making:

- **Willingness to solve:** High, wants to find a gym that solves their problem
- **Costs affecting the decision:** Value for money is highlighted – the gym's cleanliness, equipment, atmosphere and location influence the decision

Avatar Consciousness Level:

- **Solution-conscious (Level 3):** Knows he needs a gym membership to achieve his goals
- **Product aware (Level 4):** Is aware of the COLYSEUM of the solutions offered, but still needs assurance

Market development:

- **Stage 4:** The market is tired of the usual claims, and standing out requires a strong focus on solutions and differentiation from competitors

BEST PLAYER ANALYSIS AND WINNER WRITING PROCESS

Company type: Gym

Business goal: More memberships - engaging them

Funnel: Meta ads, organic content production, email campaigns

WINNER WRITING PROCESS

1. Who am I talking to?

- a. Men 54.6% Women 46.3%
 - i. 24-54 year olds
 - ii. Norm Working
 - iii. Some students
 - iv. Income level: €1,600-€6,000
 - v. Location: Vantaa Sähkötie 8
 - vi. Motivation: Improving appearance, health maintenance, community spirit
 - vii. Barriers: Lack of time, fear of commitment, cost of membership
 - viii. They need affordable price options and flexibility in schedules
 - ix. They especially appreciate the 24/7 opening hours
 - x.

2. Where are they now?

- a. Level 3- Solution Aware
- b. Level 4- Product Aware
- c. Market maturity: Level 4
- d. They know that you get value for money
- e. They know that the solution works
- f. They trust the company a lot

3. What do I want them to do?

- a. Stop at the ad
 - i. Stop scrolling
 - ii. Read the ad/Watch the video
 - iii. Click on the ad
 - iv. Going to the website
 - v. Viewing profile
 - vi. Come for a familiarization visit
 - vii. You can buy a 6-month or 12-month membership

4. Based on where they start, what do they need to see/feel/experience in order to take the action I want?

- a. FOMO: Missing out on something great
 - i. Belong to the community

- ii. See what the gym is like
- iii. What kind of equipment does the gym have
- iv. Is the equipment in the gym of good quality?

- v. What kind of atmosphere is there in the gym
- vi. Their money is worth it
- vii. When they join it, they get several benefits: Exercise and diet programs
- viii. All the benefits of partners, which you can always use as much as you want
- ix. No other gym chain or company has the same advantages that COLYSEUM has
- x. The COLYSEUM equipment is excellent
- xi. The COLYSEUM is really good looking inside and is in a neat condition all the time
- xii. COLYSEUM is open 24/7 for members
- xiii. COLYSEUM customer service is really friendly
- xiv. COLYSEUM listens to customers' wishes and realizes them
- xv. COLYSEUM is the world's best gym used by ordinary exercisers

How do I get their attention?

- The visual look of the ad is arresting

- The text resonates precisely with the target group
- Use emotive phrases such as:
 - *"Don't be left out - join the best gym in Vantaa today!"*
 - *The TA (Call to Action) is strong and meets their needs*
- The uniqueness of the gym
- The benefits of the gym

How can I add certain levels

- Telling about the benefits
- Telling about uniqueness
- Telling about the atmosphere
- Telling about the qualities of the gym
- Gym equipment
- COLYSEUM unique advantages compared to competitors (e.g. quality of equipment and 24/7 opening).

How do I calculate observed costs and thresholds?

- Bidding
- The benefits of joint partners
- Benefits of 6-month and 12-month memberships
- Gym quality
- *"Join now and get your first month free!"*

Ad 1: FOMO and Urgency

Join the best gym in Vantaa now! 💪

Choose a 6- or 12-month membership and get the first month FREE. ✨

COLYSEUM is open 24/7, top equipment, a relaxed and encouraging atmosphere guarantee that you will reach your goals! 🔥

Why would you even settle for less?

Join now and take advantage of a free month with a 6 or 12 month membership!

Advertisement 2: Appeal to reason and benefits

"The world's best gym used by regular exercisers!" 🏋️

COLYSEUM is open 24/7 and you have access to the best gym equipment in the city. 

Choose a 6- or 12-month membership - you get the first month FREE, as well as training and diet programs on top of the store. 

Don't wait any longer - start now and experience the difference!

 Join NOW as a 6- or 12-month member and take advantage of all the benefits!

Advertisement 3: Social proof and customer experiences

"The places are always clean and the equipment is maintained" 

Choose a 6- or 12-month membership and enjoy training with the best equipment and atmosphere in the city. 

 Join and experience why our members choose us!

Join NOW and choose a 6- or 12-month membership and get all the benefits! 

Ad 4: Partner benefits - Multiple benefits

Engage more, get more! 

Become a COLYSEUM member for 6 or 12 months and get access to all the benefits of our top-level partners - absolutely free! 

Benefits include, for example:

-10% on massages 

-10% on training equipment 

-30% car wash services! 

DO NOT miss this unique opportunity!

Why would you even settle for less?

👉 Join now and enjoy all the versatile benefits every week!

Advertisement 5: Exclusive offers from partners

Join COLYSEUM and get exclusive benefits! 💪

Become a member now and enjoy the unique benefits offered by our partners! ✨

These include:

-10% on Pete's dog supplies 🐕

-20% Jungle Juice Barista 🥤

-10% discount on restaurant lunch 🍲

With a 6 or 12 month membership you get all this and even MORE!

Is it time to pamper yourself and your body? ✨

Why would you even settle for less?

Join now and take advantage of ALL the exclusive benefits from partners! 🔥