

## Market Research Template

### Who exactly are we talking to?

What kind of people are we talking to?

= Ambitious, driven people who want to learn how to start a business

- Approximate Age range?

= 13 - 20

- Occupation?

= -

- Income level?

= 0

- Geographical location?

= -

### Painful Current State

- What are they afraid of?

= Failing in the business world and ending up in a 9-5 job

- What are they angry about? Who are they angry at?

= they are angry that they have lived their entire lives being controlled by the Matrix, and they do not trust anyone but the rich and the all knowing.

- What are their top daily frustrations?

= The people getting in their way, telling them that they need to go to school and work a 9-5 job, and that they are broke.

- What are they embarrassed about?

= Failing

- How does dealing with their problems make them feel about themselves?

= Makes them feel empowered that they are taking action for the first time.

- What do other people in their world think about them as a result of these problems?

= They think that they are wasting their time, just because they themselves couldn't make it.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

= "I am tired of being poor and having to follow all these stupid rules made by the same people who don't want me to be rich."

## 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?

= They Would have a fully functional and operating business generating massive income

- Who do they want to impress?

= Nobody, they just don't want to be slaves!

- How would they feel about themselves if they were living in their dream state?

= They would be Proud.

- What do they secretly desire most?

= Cash!

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

= "I want to be a millionaire."

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

= They know that they are in the Matrix and that they have the information they need to escape.

- Who do they blame for their current problems and frustrations?

= Parents, Government and The Rat Race as a whole.

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

= -

- How do they evaluate and decide if a solution is going to work or not?

= -

- What figures or brands in the space do they respect and why?

= AndrewTate, Iman, Luke Belmar.

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

= Masculinity, Discipline, Leadership Skills.

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

= Laziness

- What trends in the market are they aware of? What do they think about these trends?

= -



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