

The Research example I used:

<https://drive.google.com/file/d/1rL4pRjz5nBCo2dVgYOptfsYz4QCbqbYy/view?usp=sharing>

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men and Women
- The age doesn't matter
- occupation doesn't matter
- The income level does not matter
- Geographical location does not matter

Painful Current State

- they are afraid of having no control in their lives
- they are angry that other people can do what they want and they are mostly angry at their boss
- waking up with no energy, sitting in the bus, having a job they don't like, not having energy to do anything
- they are embarrassed that they feel like they can't do anything about their life
- dealing with their problems gives them hope
- other people in their world don't really realize that they have that problem
- they would say something like: "I feel like I can't do anything I wake up at 4am go to my job come home at 7pm and watch TV and sleep again"

Desirable Dream State

- if they could change their life right now they would be a successful entrepreneur doing whatever they want and buying what they want
- they want to impress themselves and the people that don't believe in them
- they would be happy about themselves if they were in their dream state
- they secretly desire mostly freedom
- If they were to describe their dreams and desires to a friend over dinner, they would say something like: "I would like to be rich and have my own business so I can do what I want"

Values and Beliefs

- they currently believe they have some kind of illness and that their job is draining their power
- they blame the system and their job for their misery
- they have tried some youtube videos and read some books but they didn't have the energy to apply them
- they evaluate and decide if a solution is going to work or not by the risk and reward like if the risk is too high they won't try

- they respect people who had the same struggles and became better because they see themselves in there
- they value honesty and respect



- they are mostly exhausted all of the time
- they aren't really any trends they could be aware of

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

