

Market Research Template **Bodybuilding**

Who exactly are we talking to? **Mike** a fatass

- Men or Women? **men**
- Approximate Age range? **25-35**
- Occupation? **busy people**
- Income level? **high**
- Geographical location? **US**

Painful Current State

- What are they afraid of? **Low status, Low attractiveness, health concerns**
- What are they angry about? Who are they angry at? **Angry at themselves, angry about their looks**
- What are their top daily frustrations? **low self esteem**
high anxiety
- What are they embarrassed about? **their body**
- How does dealing with their problems make them feel about themselves? **makes them feel weak, both mentally(cause of inconsistency) and physically (cause low weights), its confusing for them(they overcomplicate it)**

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

Problems? **Think they are lower status, inconsistent, lazy, not driven**

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **You know, I'm a bit scared to step into a gym. I have really gotten fatter, completely gave up on myself and the thought of being judged makes me nervous. Also I'm overwhelmed by the whole working out thing, and not gonna lie, I'm a bit lazy as well.**

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? **Jessica felt like a different person. She was more relaxed, the stress had melted away, and her back felt brand new. Her mood was lifted, and she was sleeping better than she had in ages. With newfound clarity, she began to prioritize self-care, realizing the importance of taking time for herself.**

- Who do they want to impress? **Girls, friends and themselves.**

- How would they feel about themselves if they were living in their dream state? **Confident, Healthy, Energized, Proud, Disciplined, Social etc.**

- What do they secretly desire most? **Status and fulfillment. (self love and love from the other gender) as well as admiration**

- If they were to describe their dreams and desires to a friend over dinner, what would they say? **I wanna get back in shape and have broad shoulders with a slimmed down waist and a puffy chest indicating my confidence**

2. You know, I've been thinking about it too. I want to feel more confident and healthier. I believe going to the gym could help me achieve that. I want to feel proud of achieving my fitness goals and build discipline along the way.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? **They feel less worthy and less able than others**
- Who do they blame for their current problems and frustrations? **Themselves(not having the courage to try)**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **Lack of knowledge and discipline**
- How do they evaluate and decide if a solution is going to work or not? **Before and afters, and trackable progress**
workout plans need to be customized
- What figures or brands in the space do they respect and why?
- What character traits do they value in themselves and others? **Determination, power of will, honorable**