

“My business failed because of bad web hosting”

Studies have shown that every hour a website is down, it can cost businesses up to 10,000€ in lost revenue.

In All Web focuses on offering you the most reliable web hosting service on the market with 24/7 live support.

PLUS we create your website from start to finish so you can focus 100% on your goals.

[Click here and get your website up and running in 24 hours.](#)

Having your website constantly going down is a hassle!

My website used to crash all the time, costing me customers and money. It was so frustrating.

I had to go on a research phase about web hosting month after month.

After a year and a half, I figured out how to have the most reliable website possible that actually works all the time, through VPS hosting.

Thankfully, with In All Web, you don't need to go through the same.

We host and create your website so the only headache you have is running your business!

[Click here to learn more.](#)

We host and create your website in 24 hours.

Because speed is the most important thing in a business.

[Click here to create your online presence in 24 hours.](#)

RESEARCH

Yellow- Answers made by me, based on what I read online.

Blue- Comments from real people found online. Customer Language. Each paragraph is a different comment.

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Men

- Approximate Age range?

22-27

- Occupation?

Professionals or freelancers starting a business.

- Income level?

Low, want to increase.

- Geographical location?

Portugal, Europe

Painful Current State

- What are they afraid of?

Not being able to be successful in life

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

They are angry because people don't believe them or think they are deluded. Angry at their parents for lack of support.

- What are their top daily frustrations?

Scared of failing, being tired, not having enough money to pay the bills

- What are they embarrassed about?

They are embarrassed by the effect of failing and how deluded would they feel if they failed.

- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

They would feel like they actually do what they promised to do. Other people would start thinking "Maybe this guy is not full of shit after all"

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

"You know, it is hard to find time to work on my business when you have another full-time job"

"My parents think I'm crazy, don't know why they don't support me, what if I was some fat slob that does nothing?"

"I will be rich I believe it" – They try to compensate for the scare of failing with this affirmation

"I'm tired of counting pennies"

I'm a young entrepreneur and I just started my own business. I need a website, but I don't know anything about hosting. I've been reading reviews online and it seems like all the hosting providers have terrible customer service. I'm so lost.

I'm so frustrated with my website hosting! My website keeps going down and I can't figure out why. I've been on the phone with customer support for hours and they haven't been able to help me.

I'm so frustrated with this! I've been trying to create a website for hours and I can't figure it out.

I'm a young entrepreneur and I need a website for my business, but I don't know anything about coding. This is so hard!

I've tried using a website builder, but I'm still not getting it. I'm about to give up.

I'm not sure what I'm doing wrong. I've followed all the instructions, but my website still doesn't look right.

This is so frustrating! I've been working on this for days and I'm no closer to finishing.

I'm struggling to find the time to work on my business. I have a full-time job and I'm also taking classes, so it's hard to find the time to put into my business.

I'm not sure if I have what it takes to be a successful entrepreneur. I'm not very good at networking or marketing, and I'm worried that I'll fail."

I'm feeling really discouraged. I've been working on my business for a few months now, and I haven't made any progress. I'm starting to think that I'm wasting my time.

I'm feeling really isolated. I don't know any other entrepreneurs, and I feel like I'm the only one going through this. It's starting to get to me.

I'm working so many hours, and I'm not sure how much longer I can keep this up. I'm starting to feel burnt out, and I'm not sure if I can keep going.

I'm so angry that my parents don't believe in me. They think I'm crazy for quitting my job to start my own business, but I know I can do it.

I'm feeling so overwhelmed right now. I'm trying to do everything myself, and I'm starting to feel like I'm going to burn out.

I'm so scared of failing. I've put everything I have into this business, and I don't want to lose it all.

I'm so worried about money. I'm not making enough to cover my expenses, and I'm starting to get behind on my bills.

I feel like I'm being taken advantage of. I'm working long hours for free, and I'm not getting the recognition I deserve.

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 turn themselves into a multimillionaire businessman, travel the world, have every type of freedom they want, start a family, and retire their loved ones.

They'd be famous, leave an imprint on the world as an important person, a philanthropist maybe.

- Who do they want to impress?

Girls, their friends, their parents. Everyone that doubted them.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They'd feel successful and accomplished and would feel like the thing they've waited for their whole life has finally happened.

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

"Imagine traveling the world whenever we want"

"I want to tell people what to do, not being told"

"Imagine our lives if we had a successful business and we just collected the money."

I've always wanted to be my own boss and have the freedom to work on my own terms. I'm tired of being told what to do and when to do it.

I'm passionate about helping others, and I think freelancing is a great way to do that. I want to use my skills to make a difference in the world, even if it's just in a small way.

I'm tired of working long hours for someone else and not seeing any of the rewards. I want to be able to work hard, but also have time for my family and friends.

I've always wanted to be successful. I want to build a business that will make a name for myself and allow me to help others. I want to be known for my skills and expertise.

I want to create something new and innovative that will change the world. I want to leave my mark on the world and make a difference.

I finally achieved my dream of starting my own business, and it feels amazing! I'm so proud of myself for all the hard work I put in, and I'm excited to see what the future holds.

I've always wanted to be a freelancer, and I finally took the leap and started my own business. It's been a lot of hard work, but it's also been incredibly rewarding. I'm so glad I took the risk.

I never thought I would be able to achieve my dream of being my own boss, but I did it! I'm so grateful for all the support I've received along the way, and I'm excited to see what the future holds for my business.

I've always wanted to create something new and innovative, and I finally did it! My business is taking off, and I'm so excited to see where it goes. I feel like I can do anything.

I'm so proud of myself for achieving my dream of starting a business. It's been a long and challenging journey, but it's all been worth it. I feel like I can conquer the world!

I want my website to be a professional representation of my business. I want it to look polished and credible.

I want my website to be easy to navigate and informative. I want visitors to be able to find the information they need quickly and easily.

I want my website to be visually appealing. I want it to use high-quality images and videos that will capture visitors' attention.

I want my website to generate leads for my business. I want it to be easy for visitors to contact me and learn more about my products or services.

I want my website to convert visitors into customers. I want it to be persuasive and convincing, so that visitors are more likely to buy from me.

I want my website to be a valuable resource for my customers. I want it to provide them with the information they need to make informed decisions about my products or services.

I want my website to build credibility and trust with potential customers. I want them to know that I am a reliable and trustworthy business.

I want my website to be informative and transparent. I want visitors to be able to learn about my business and my products or services without any hidden surprises.

I want my website to be well-maintained and up-to-date. I want visitors to know that I am a business that is serious about its customers.

I want to automate as many tasks as possible on my website. This will free up my time so I can focus on other aspects of my business.

I want my website to be able to handle customer inquiries without me having to be involved. This will save me time and money.

I want my website to be able to collect leads and sales automatically. This will help me grow my business without having to do any extra work.

I want to track the results of my website's traffic and conversions. This will help me understand what's working and what's not, so I can make improvements.

I want to use my website's analytics to target my marketing efforts more effectively. This will help me reach more potential customers and grow my business.

I want to use my website's data to make better decisions about my business. This will help me stay ahead of the competition and achieve my goals.

I'm on a tight budget, so I need a web hosting provider that is affordable.

I'm not willing to spend a lot of money on web hosting, but I still want a reliable provider.

I'm willing to pay a little more for web hosting if it means I get better features and support.

I need a web hosting provider that offers enough storage space for my website.

I need a web hosting provider that offers enough bandwidth for my website's traffic.

I need a web hosting provider that offers email accounts for my business.

I need a web hosting provider with a high uptime so that my website is always available to visitors.

I'm willing to pay more for a web hosting provider with a 99.9% uptime guarantee.

I'm not willing to have my website go down, so I need a web hosting provider with a good uptime record.

I need a web hosting provider with 24/7 customer support in case I have any problems with my website.

I need a web hosting provider with a responsive customer support team that can help me quickly resolve any issues.

I'm not a technical person, so I need a web hosting provider with easy-to-understand customer support.

I need a web hosting provider that offers security features to protect my website from hackers.

I'm not willing to take any chances with my website's security, so I need a web hosting provider with strong security measures.

I need a web hosting provider that regularly scans my website for security threats.

Values and Beliefs

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

They are hard workers but they should work harder. They are smart, they think outside the box, they aren't stuck in the traditional system that is implemented in schools.

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

Themselves. Lack of luck. Their parents for not supporting them.

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

No

- 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?

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

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

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

I've always believed that I can achieve my goals if I work hard enough. I'm not afraid to take risks and to go out on my own.

I'm not the kind of person who likes to be told what to do. I want to be my own boss and make my own decisions.

I'm not afraid to fail. I know that it's part of the process of learning and growing.

I have big dreams for my business. I want to make a real impact on the world.

I'm not afraid to work hard to achieve my goals. I'm willing to put in the long hours and make the sacrifices necessary to succeed.

I'm always looking for new ways to improve my business. I'm never satisfied with the status quo.

I'm not afraid to come up with new ideas. I think outside the box and I'm always looking for new ways to do things.

I'm always experimenting and trying new things. I'm not afraid to fail because I know that's how I learn.

I'm always looking for ways to be different. I don't want to be like everyone else.

I've failed a lot in my business, but I've always learned from my mistakes and I've kept going.

I'm not afraid to pick myself up and start over. I know that I can achieve my goals if I don't give up.

I'm always optimistic about the future. I believe that I can achieve anything I set my mind to.

I believe in myself and my ability to succeed. I'm always looking for the silver lining in every situation.

I'm always excited about the future. I know that there are great things ahead for my business.

I'm always looking for ways to improve my business. I know that there's no limit to what I can achieve.

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