

# Market Research Template

Who exactly are we talking to?

## What kind of people are we talking to?

- Men or Women? Men
- Approximate Age range? 28
- Occupation? Stock-Trade
- Income level? 40-50k
- Geographical location? New York

## Painful Current State

- What are they afraid of? From Stock to go down.
- What are they angry about? Who are they angry at? About the Stock-Market not going like they predicted. At themselves and the Stock-Market..
- What are their top daily frustrations? That everything they predicted is losing a lot of money at the end of the day.
- What are they embarrassed about? They are embarrassed because they didn't learn all about Stocks-Trade and because of their lazy ass they lost money.
- 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? It makes them feel good because they learned from their mistakes that before you jump somewhere in you need to learn. They are thinking it was stupid to jump in without learning everything.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? They would say that I don't have a lot of money because I lost my money in Stock-Trade Because i didn't learn it all.

## 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 be good Stock-Traders that know everything about that thing. They wake up, turn on pc, make analysis, do everything right and then go do things that they love to do. It would feel good because they don't need to feel stressed about the Stock-Trade market and they now in the evening will have money.
- Who do they want to impress? They want to impress other Stock-Traders and show them that they are the best in this section of earning money.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would be happy because they went from nobody to the successful Stock-Trader and that's all because they learnt from their mistakes. They desire money.
- If they were to describe their dreams and desires to a friend over dinner, what would they say? Their dream is to be the best in the Stock-Trade industry. Their desire is to be rich.

## Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? That they lost money because they didn't learn all things about Stock-Trading. Is to learn more about Stock-Trade.

- Who do they blame for their current problems and frustrations? They are currently blaming the Stock-Trade market.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? Yes they have tried and failed because they didn't learn more about the Stock-Trade industry and made the same mistake. They think this was just bad luck.
- How do they evaluate and decide if a solution is going to work or not? They tried in real time if you can call it a Luck solution.
- What figures or brands in the space do they respect and why? They are respecting other Stock-Traders because they can learn something at least.
- What character traits do they value in themselves and others? That they are risking but in others that they use their brains and the things they have learned.



- What character traits do they despise in themselves and others? That they are losing money. And they despise others who are getting money and are happy.
- What trends in the market are they aware of? What do they think about these trends? Honestly they don't understand anything except for luck. You can know nothing if you are not trying.

## 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

