

Research Mission:

<https://drive.google.com/drive/folders/1kDKyW0QhiSRKGvX7SoRunvxXIlgensd>

1 - Men or women?

Men

"It is meant for the tremendously ambitious man only"

2 - approximate age range?

every age

"It is meant for the tremendously ambitious man only"

3 - Occupation?

Any

"It is meant for the tremendously ambitious man only"

4 - Income level?

Any

"Not need "big money" to use these techniques."

5 - Geographical location?

USA

"lifetime of wisdom from one of America's most distinguished..."

What are they afraid of?

To be an average man, to not have the financial freedom they wish for

"They see money making potential in situations that ordinary people are fighting to get out of!"

What are they angry about? Who they angry at?

They're angry at the fact that they're not at the place they wish they were. They're angry, also, to those who explore them, who take advantage of their hard work.

What are their top daily frustrations?

Their daily frustrations are most importantly wasting their time for money, for little money, not living the lifestyle they wish they were living.

What are they embarrassed about?

That they don't think they're capable of earning that type of money. That they're an average person, which will never reach the top of the mountain.

How does dealing with their problem make them feel about themselves?

Thinking about their problems makes them feel depressed, which often will cause them to become lazy and unmotivated to act and provide a better for himself or/and the people around them.

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

People around them might not say anything, but people don't often want to be around depressed people, only if they're also depressed. People close to their circle might think they're failures, depressed, lazy people and might become distant each day that passes.

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

They would say that they feel their back against the wall and they feel helpless, useless and lost. That they're wasting their lives and are becoming depressed each day that goes by.

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 just become financially free. Either if they're millionaires, billionaires, trillionaires, whatever it was. They would just like to become financially free. They would feel on the top of the mountain, they would be enthusiastic.

Who do they want to impress?

Everyone. But most importantly: themselves, their circle and people who really thought they couldn't do it.

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

They would feel blessed. Probably a powerful word, but that's really the power that financial freedom would bring to them. They would feel accomplished, that everything they have been through, all the hard work, all the sacrifice, at the end of it, it was all worth it.

What do they secretly desire most?

To become a man of power, to become a free man.

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

"I wish I was where I wanted to be. I wish that I was in a place of power, of financial freedom, to be the man I wish I was".

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

The current belief is that they're lazy and can't flip the switch into the mindset of a hard working man and the main problem they face is that they're not willing to sacrifice anything, either if it's people, or time, or momentarily pleasure.

"Who is willing to accept the responsibility for other men's futures, the loneliness that always surrounds the person in command, the envy and hostility that will plague him for the rest of his life."

Who do they blame for their current problem and frustrations?

They either blame themselves, or they blame their current boss from work, for not paying more and not appreciating their hard work.

Have they tried to solve the problem before and failed in the past?

Yes, they've

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

They evaluate it with other people's testimonials, with people around them that bought the same book, if it requires a lot of sacrifice and time wasted.

What character traits do they value in themselves and others?

Ambition, hard worker, able to sacrifice, courage, responsible,

What character traits do they despise in themselves and others?

Laziness, scared, doubtful,

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

They're aware of a lot of books, ebooks, courses, "online guru's", podcasts, online videos, etc. They find them very useful, but they feel something is missing, some missing information is lacking in the actual message that they're sending towards them.