

Market Research Template

Who exactly are we talking to?

What kind of people are we talking to?

- Men or Women?

Both

- Approximate Age range?

24-42

- Occupation?

freelance/agency copywriter/ business owner

- Income level?

Does Not specify but likely low due to low skill

- Geographical location?

worldwide , mainly english speaking countries tho

Painful Current State

- What are they afraid of?

Being unable to efficiently write copy

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

Themselves, people who have 'half taught, them how to write copy

- What are their top daily frustrations?

They are stuck with disappointing marketing

- What are they embarrassed about?

They can't write good persuasive copy

- 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 better as they will be making more money & the others around them would see that and look at them as a better/ improved individual.

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

I can't find the right words to express my ideas and thoughts in a compelling manner.

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 able to write perfect and persuasive copy, they would feel proud and accomplished knowing that they can practically do what they want in being able to use words in a certain way to persuade anyone.

- Who do they want to impress?

themselves , employer (if work for agency), family + friends

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

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

I would be able to express my ideas and thoughts perfectly without a second thought,

Values and Beliefs

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

They are capable of being a great copywriter but they don't know how to express their thoughts and ideas.

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

Other yt creators/ ppl running newsletters, or writing books that they have bought who haven't given enough detail on the subject.

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

Yes, likely from yt videos, books newsletter etc, they wouldn't think that they failed but wherever has been explaining it to them simplify has not given enough detail

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

They read/listen/watch and look for good evidence from the person/ creator who they are learning from and self evaluate whether or not they believe what is being taught is worth it, they may also just read and depending on if they understand or not, what is being said, judge it on that.

- What figures or brands in the space do they respect and why?

G.halbert seems to be mentioned a lot in reviews across all platforms.

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

hardworking , dedicated, smart, time sensitive(most all seem to run of a schedule).

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

Laziness- due to amount of time they spend trying to learn copy and not progressing any further (more fed up than lazy but yea)

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

NA

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

