

Market Research Template

Who exactly are we talking to?

Middle aged woman that are trying to lose weight

What kind of people are we talking to?

- Men or Women? Women
- Approximate Age range? 30-50
- Occupation? Any
- Income level? Any
- Geographical location? Any

Painful Current State

- What are they afraid of? They are afraid of their physical health, and at the same time they're not ready to give up the tasty food that they are consuming.

- What are they angry about? Who are they angry at? They are angry about how they look and how they feel, the majority has children, and they maybe can't do as much physical exercise as their kids and that is slowing them down as being good parents. They are angry at the current health system, maybe they think it's their parents fault how they raised them, and that they had a bad diet as a kid, and they think it's not reversible because of how many failed attempts.

- What are their top daily frustrations? Lack of stamina and mobility, looking at their body in the mirror knowing they are destined to be someone better but don't know how to start. Maybe they're struggling to even get in their car, to go up the stairs without being out of breath.

- What are they embarrassed about? They are embarrassed about them not being able to shop for normal clothing. Maybe she likes this dress so much and thinks she will look so good in it, but it doesn't fit her. Also she looks at the other parents of their kids' friends and sees them run around and play with them, while she can't do that.

- 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 feel embarrassed, they can't shop for normal clothes, can't have fun as everyone else, can't go to the beach without being constantly looked at. People think that they are lazy, and that they lack discipline. They think that their lifestyle is extremely unhealthy and that they need to change it as soon as possible.

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? They would complain to them about their problems, life situations, and how embarrassed they feel about themselves not being able to do all the things that everyone else is doing day to day. They would tell them that they would do anything in their power to change their current situation (painful current state) and go to their dream life (desirable dream state).

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? When they look in the mirror they see the best possible version of himself, their partner finds them extremely attractive. They don't have to be scared of their partner wandering around chasing other women. They can do as much physical exercise as they want. Their kids can grow up in a healthy environment. Their co-workers are envious of her. Every dress that she wants she can have and look sexy in it. And don't need to worry about it being too small and looking fat in it. She can go to the beach and be

herself, no more tucking in the belly. She would simply feel like a million dollars

- Who do they want to impress? Her co-workers, her family, and all those people that shared hateful comments about her. She wants the world to know her true value and beauty.

- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? They would feel accomplished and they would not be ashamed of who they really are. They would feel infinitely proud about himself. They desire a body they can be proud of, they desire all the good looking men. What once was a dream, has in real time become a reality. Men throw themselves onto her feet, they pay for her dinners, they treat them like queens.

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

They would tell them about all the activities they dream of, maybe getting into a fitness career and leaving their current boring job. They would talk about how people would look at them with envy. About their spouse spending more romantic time with them.

Values and Beliefs

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

They believe that they're wasting their true potential, and that it's not their fault they're fat. It's their bad diet, maybe bad eating and training habits.

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

They blame their bad diet, the bad eating habits, they blame the fitness gurus whose fitness plans didn't work for them. Maybe their parents.

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

They have tried many diets and exercises in the past. Maybe they bought a fitness course. But all of them failed miserably. They think it failed because of how ineffective they were. They think it's because they don't have much time on their hands, because of work/kids.

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

On how much they need to change to implement it. They think if they need to stick to a strict diet and exercising plan that it will work. Also they think it needs to come from a professional, maybe a doctor, or a fitness expert.

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

They respect doctors and maybe some fitness coaches. They respect doctors the most because it's the traditional route of knowledge. They know that they went to college and have a degree in what they are talking and teaching about. And some fitness fitness coaches because they are pretty much like doctors in the fitness world. They have experience and social proof of what they are talking about.

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

They think that they are actively trying to improve themselves and that they have a strong will to lose the weight, they think that others may have just some key information that is keeping them from their desired dream state.

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

They hate that they don't have the discipline to continue their journey of weight loss. They hate to acknowledge that other people are more disciplined and more entitled to the dream life that they wish for themselves.

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

They are aware of the fashion trends that require you to have a certain body, maybe fitness trends. They think that they are productive and sometimes really fun and a great event for socializing with people, finding new friends, and maybe partners.

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

