

Pushups:

<https://vimeo.com/895310991?share=copy>

Market research:

Market Research Template

Who exactly are we talking to?

The 4 questions you MUST answer before writing a single word:

1 - Who am I writing to? Who is my avatar?

2 - Where are they now? What are they thinking feeling? Where are they inside my funnel? etc

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

1. Annie 23 yo:

Scared of being alone. She was on several dates but every time she was with the wrong guy. She was embarrassed how once a guy decided to split the bill on a date. She wants to develop confidence, release from past pain and have a healthy relationship and life full of love. She wants to be with someone who is attracted to her, who is kind, intelligent, a good listener, good hygiene and has a capacity to reflect on himself.

2. They're everywhere. mostly in the wild on social media. They're subscribed to my prospects lg. Some are in my prospect's email list. They feel like it's their destiny to live their full life alone, they want to live a full life with love all around them. They want to feel sexually and mentally attractive.

3. I want them to see my prospects' posts and subscribe. Ones who are on social media already, I want them to get FV and become leads and be on email lists. As for the leads, I want to make them feel hope, see no obstacles or help them sidestep it through the Easy/Anybody tactic and buy my prospects' Value Vehicle.
4. I want them to feel the pain of being alone and be intrigued while reading copy, feel and visualize their desire and run towards it. The first step is to feel their pain, feel they have a problem, guide them through my copy without showing an actual solution. And add their dream so they feel contrast and see it is possible for them to change so they click (guide them to CTA and further).

What kind of people are we talking to?

- Men or **Women**?
- Approximate Age range?
18-40
- Occupation?
- Income level?
- Geographical location?

Painful Current State

- What are they afraid of?
Fear of being alone

“I don't know why I'm like this, I'm afraid of getting in a relationship and having freedom, yet I am so terrified of ending up alone. I'm almost 18 and call me boy crazy if you want but I feel so lonely that I will never find a man who will love me.”

“How do I deal with fear of being alone forever? I'm a single mom, I'm 31 years old. Even if my future might have a partner, my fear of being alone is turning me into a pathetic possessive loser.”

“I'm a 45 year old woman and I've barely been pleased by men. All have been selfish lovers and nobody has truly loved me enough. I feel useless.”

- What are they angry about? Who are they angry at?
“I'm angry that now I realize I get dumped with the administrative work at my

predominately male workplace when my male coworkers do not. I'm angry that so many of my friends have been sexually assaulted. I'm angry that one woman a week is killed by their partner in my country and the government continues to defund emergency housing. I'm angry when men tell me I'm 'not like other girls' when trying to compliment me, or women boast about liking guy friends 'because there's so much less drama'. I'm angry that in controversial women-lead movies, women and men speak 50/50."

- What are their top daily frustrations?

"I've been on two dates and was about to go on a date today, but at 2 pm when we were supposed to meet he told me he fell asleep and he's just going to stay home tonight.

Each time I've been on a date the guy told me he was going to be late or pulled this exact stunt. It's so frustrating. I feel like I am never respected beyond the surface level.

We made plans and everything. Instead of ghosting I expressed that it was unfair for him to do that to me and disrespectful and he just said "i just fell asleep man if you don't want to mess with me that's fine".

They all act like they want a relationship but instead just play you."

" I've had tinder since last year as a 19 year old woman, and whenever I hear that for women dating is easier I just can't relate. I've had the same experience every time; whenever I like someone and I meet them in real life they never look like their picture. Also it's hard to even meet one decent person between thousands of people. Is it because I live in a shitty area in Italy or is that the general experience? If it's something looks related I have no problem getting matches, the problem is finding people I actually like. Everyone I've met had extremely crooked teeth in real life, had dubious hygiene and was not good looking. There are no attractive people to swipe on essentially."

- What are they embarrassed about?

I (33F) had a great first date with a guy (32M) and at the end he asked if I was free for dinner a few days later. I agreed but also noticed his texting habits changed and he was texting less than before. So we go to dinner and he asked me on a 3rd date before we were done. When the bill arrived he asked to split it. He was also picky about splitting everything on our appetizer to the point it didn't feel enjoyable but that he was counting every little bite. I'm not sure if I should go on a 3rd date because it feels like he's not interested in pursuing something serious with me because he asked to split the bill on a date he initiated.

- 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?

feeling like an equal partner in a relationship built on mutual respect and genuine affection. It really is all uphill

Being told I'm beautiful makes me overwhelmed.

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

“ I'm a 20 year old female who has never had a boyfriend. I worry with the fact whether I will ever have a boyfriend. Yes I'm young. But I still want to be able to say at least once in my life 'I fell in love'. I am in love with myself, I am strong, independent and career focused but part of me still wants to experience that.”

“I'm tired of being alone. Some nights I can't sleep, all I do is think that I'll never ever be loved, never gonna be in a relationship and will live my life alone.” I tried to go on many dates but the more dates I was on the less confident I was becoming.”

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?

“My relationship with myself has transformed entirely – I feel more free, whole, and self-expressed than I ever have been before. Stef guided me to finding the roots of my unworthiness and mistrust of others and release so much shame and pain so I could move forward with my life. “

“Developed confidence, a new healthy relationship and living a full life of love.”

“Released from the past pain and looking forward to my future. I'm able to reframe negative thoughts more quickly. I have more resilience in dating and more faith in abundance”

- Who do they want to impress?

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

“I'm literally still in the theater waiting for him to finish up in the bathroom before going home.

We just watched a movie, and this was my second date EVER. It took me the entire section of movie previews to build up the courage to ask him if he wanted to hold hands. After a while, he PUT HIS ARM AROUND ME. That's NEVER happened before.”

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

“ I want a healthy relationship with someone who is nice to me. Who wants to sext me and is actually attracted to me.”

“ I want to have healthy relationships. I want to be appreciated, desired, loved

and sexually attractive. I want his arm to be around my neck when we watch films. I want to be confident again and release from the past pain.”

Values and Beliefs

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

There's something wrong inside of them stopping from being in a dream state.

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

Their ex, the society.

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

They tried online dating which not only never solved their problem, it's what made them worse.

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

They look at testimonials and posts, they act if they truly believe it's something that's gonna work or if they're desperate.

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

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

generous , gentleman , kind , intelligent, focus , driven , confident , very chilled

**Most important character trait in a partner: The capacity for self reflection
Intelligence. Smelling nice. Nice eyes / the way he looks at you. Soft hands.**

“Smell is good. Confidence is good. Kind heart, compassionate, understanding, a good listener, has hobbies and passions of their own, a job, a car. Having a good sense of style and the way a dude dresses also catches my attention. I like when dudes take care of themselves too” (andrew tate is a rotten egg) (never allow free edits)



- 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?

My best guess what can be improved:

1) Improved reading flow and better vocabulary.

2) A more engaging CTA.

3) Make the reader feel more pain and desire.

4) Create a better standing out SL and more intriguing body of the copy.

Subject Line: Break through your intimacy blindspot

Almost 90% of women have one major thing that's keeping them from having deeply connected relationships...

[And almost 90% of women have it!]

This thing is what we call an intimacy blindspot.

Have you or your partner ever felt ignored or misunderstood during intimacy? These were the intimacy blindspots you didn't know about.

And your reasonable question might be: "What's so special about it? Why can't we just sidestep it?"

But the problem we face is that...

Every woman has her unique intimacy blindspot, such as assuming shared expectations or neglecting emotional connection which is as important as the physical.

Which means it cannot be treated by one-and-only cure...

So if you want to overcome this problem,

and have thriving intimate relationships.

👉 [Click here and learn to deal with intimacy blindspots.](#)