

Market Research Template for F*** JOBS EBOOK (Market research mission- Bootcamp 3-writing for influence)

Who exactly are we talking to?

What kind of people are we talking to?

Men or Women-? Mostly young men who wanna get rich and get good with women and who are mostly broke doing a single job or living off of their aging parents' money.

- **Approximate Age range?** 18 - 30
- **Occupation?** Job holders, young men still living with parents
- **Income level?** Basic salary, lower middle class income level
- **Geographical location?** US/UK and EU

Painful Current State

- What are they afraid of?

*1)Of not being able to have a secure life with their level of income. They are afraid of going to the streets after their source of dependence(Eg-parents) is over.

*2) Afraid of living a mediocre life and not being able to enjoy life due to financial dependence on a job.

- What are they angry about?

*About financial dependence. **Who are they angry at?** The system (school,society etc.),

- **What are their top daily frustrations?** Not being able to travel, buy material , no sexual access , no sense of value from the society

- **What are they embarrassed about?** About being broke,having no partner, their daily negative life habits etc.

- **How does dealing with their problems make them feel about themselves?** Sense of achievement and satisfaction - **What do other people in their world think about them as a result of these problems?** Lower respect and value than other successful individuals

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

I'm tired of living broke,no love etc. this world is friggin unfair and the worst part is everyone is trying to sell a product not help me get rich, they are selfish etc etc.(sense of distrust with the system and gurus due to failed attempts in seminars etc.) but are willing to change their life.

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 wanna live a luxurious life, help their loved ones, have financial freedom, find love etc.

They would feel happy, satisfied over achievement and a sense of high self confidence and self belief.

- **Who do they want to impress?** Their parents, old school friends,bullies etc., their crush , ex etc.

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

desire

most? They want a material life but also freedom from being confined to a place, a job etc. and time freedom.

- If they were to describe their dreams and desires to a friend over dinner, what would they say? I wanna make enough money to live a fun life and travel the world, retire my parents, donate to charity, find love etc. Prove the disbelievers of his success wrong !

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? They have hope it can be changed and desperately wanna change their lives since they are young.

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

- Have they tried to solve the problem before and failed? Countless times Why do they think they failed in the past? They gave up because they were lazy and they found scammy gurus and weren't focused on doing the hard work on learning high income skills and learning the technical knowledge required to get rich.

- How do they evaluate and decide if a solution is going to work or not? Through the funnels they are likely to get motivated to buy, but if the price is high they are not gonna buy the product since they are tied on income.

- What figures or brands in the space do they respect and why? People who provide a lot of value through minimal cost and even free, though build confidence and sell other products.

- What character traits do they value in themselves and others? The fact that they wanna change their life and comparing them to people worse off than them.



- What character traits do they despise in themselves and others? Maybe the fact that they get lazy or give up not taking action

- What trends in the market are they aware of? They are aware of courses sold by other people like dean graziosi or tony robbins. Basically any get rich program that is heavily advertised on fb & insta. **What do they think about these trends?** Since they are unlikely to have knowledge about sales funnels etc. they will expect high from these trends.

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

