

Market Research Template

Who exactly are we talking to?

- Men or Women?

Women

- Approximate Age range?

25-55

- Occupation?

Work that is stressful.

Painful Current State

- What are they afraid of?

Having too much stress and never escaping it, and living a very sad little life that they have left.

- What are their top daily frustrations?

Stress and work. They cannot get enough breaks and that brings over stress which is hard to deal with on their own.

- What are they embarrassed about?

That they do not know how to deal with the stress

- How does dealing with their problems make them feel about themselves?

A little bit better, but makes them feel exhausted

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

Would probably judge

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

They have way too much stress at work. Might want to think about starting to invest. Might have problems that they do not know how to fix. They do not have enough personal time because of work, duties, and other responsibilities. They have anxiety that they do not know how to deal with

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 stop all the stress and anxiety that they have, so they could emotionally and possibly mentally feel better about themselves and others.

- Who do they want to impress?

Possibly themselves.

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

They would feel amazing and all their problems would go away.

- What do they secretly desire most?

Working for themselves, having breaks from work whenever they want.

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

They would say how they wish to just take a pill that would free them from all the stress and help them deal with their problems

Values and Beliefs

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

They believe that the stress they get is difficult to cope with and they are too weak to do it on their own.

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

Work, family and possibly themselves.

What kind of people are we talking to?

People who work 9-5's and are stressed and have anxiety from all the work they are getting, which is not even bringing in any money.

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

Assuming they are aware of the Product, and since it has bad reviews, are not really interested YET.

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