Market Research Template

Who exactly are we talking to?

People who want to be successful business owners with successful funnels.

What kind of people are we talking to?

- Men or Women?

Mostly men, but women can also be interested.
- Approximate Age range?
Any age range between 20 and 60 +-
- Occupation?
People who build online businesses and want to make money with it and grow a target audience.
- Geographical location?
 N/A(online so global)

Painful Current State

- What are they afraid of?

They are afraid that their business won't grow.They are afraid their businesses are going to fail.
- What are they angry about?
I am mad my online business does not grow to its fullest potential. I need something to show me what I am doing wrong.
- What are their top daily frustrations?
Marketing isn't up to par and struggling with ads, funnels and gaining that market.
- What are they embarrassed about?
The conversations as a business owner does not give me a good view, I do not give a good impression.
- How does dealing with their problems make them feel about themselves?
They feel frustrated, they need something for their roadblock.
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?

My business is going under, there must be something wrong with my funnel to my website or is it my conversations on business calls. I just think I am making a lot of mistakes and I do not know what I can do to make my business grow from here.

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?

Their online success will be 10 times bigger and with 10 times the revenue.It would feel like their business will have a lot less problems to face and their business will make lots of money.

They would want their online business to be 10 times more successful than it already is with a huge audience.
- Who do they want to impress?
The customers and themselves.
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire

most?

That they will make lots of money, and have a business funnel that will attract anyone who wants to invest in the business. They desire to have a scaled online business with automated ads, conversing professionally on business calls and with perfect funnel models.

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

I just want my business to be at the top, I want my online business to make huge revenue and my funnels I make should be perfect with no mistakes, and I can just live my perfect life with a professional website and business.

Values and Beliefs

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

That the business can grow, just have to go through all the mistakes carefully and this site can show them the right path to move forward.

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

 themselves . Lack of knowledge on how a perfect funnel can be built and how to convert your conversations professionally

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

They tried and failed multiple times, they tested books, to online sites.

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

If the solution has new tips and tricks and better advice it will help them drastically but if its same old then they won't bother

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

To be a great business owner and be seen as a professional.

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

Lack of creativity and poor ad designs and funnels, they feel like it's a waste to do the online business.

- What trends in the market are they aware of?

That an online business is a good idea to make money. Just that there is a lot of businesses and competition when it comes to it.