

Research:

Market Research Template

Who exactly are we talking to?

- Men or Women?

Men and women who want to increase their sales and income and who want to expand their business. Business owners who want to get their message across, so they need professional marketers to do that. Men or women who want to sell something

- Approximate Age range?

20's - 50's

- Occupation/Job?

Business owners, Entrepreneurs, Marketers, Copywriters, salespersons,

- Income level?

Anywhere between \$5k/m - \$50k/m

- Geographical location?

South Africa, CPT

Painful Current State

- What are they afraid of?

Being dead broke, not being able to pay their rent, business becoming bankrupt , "FEAR, where I doubt myself when I want to execute my idea." , They are afraid to shutdown their business sense it's the only thing they have that's getting them an income (their only cashflow system).

- What are they angry about? Who are they angry at?

They are angry at themselves for going to a business school that never teaches anything about business. Universities fail them because they don't know how businesses work. They are angry about the fact that their message aren't getting them any clients or not enough clients.

- What are their top daily frustrations?

Being dead broke, not being able to pay their rent, desperate to make money but struggles. "I've been struggling to get prospects" , "I have a few clients now but it's not enough" , "I've been trying to cold call, cold email..etc nothing seems to be working." , "Lack of money." , "Poor Copywriting = Struggle forever and die poor!" Overwhelment of work

- What are they embarrassed about?

Being dead broke, having a small income,

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

They feel desperate as they struggle to make money, "self-doubt" , "The ignorance of my youth", "Was having a faithless day today first in months from starting the business"

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

Their friends think it's funny for taking the risk to build a successful business, they laughed at his idea, and thought it was a big joke, they told him that he didn't have any common sense, and to stop being a dreamer

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

"If you've tried to write ads, emails, and sales letters for your business before and failed, this book is for you. If you need to make more sales--no matter what you sell or who you sell it to--this book is for you." , "feel overwhelmed by the day-to-day logistics of running their own business."

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?

People sending him money, "Not everyone is motivated by money some want time off or recognition" , "create sales copy that drives people to buy" , "how to get results today. (Because we all need to make more sales today . . . not tomorrow, not next week!)" , "Incredible lifestyle, plenty of money, and freedom!" , "make a lot more money, have a lot more time off, and enjoy a lot more freedom"

- Who do they want to impress?

Friends, peers, family, people who doubted them, people that used to know them from school,

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

"Incredible lifestyle, plenty of money, and freedom!" , "they would feel free now that they can finally do whatever they want." , "It made me a 5x better copywriter"

- What do they secretly desire most?

Dominance, Power, Respect, The ability to buy whatever they want, Better security and comfort, flexing on people, Travel wherever they want (going to their dream country or even moving there!) Buying their dream car (maybe a private jet as well?) , Buying their dream house, Building an empire of businesses for maximum cash flow,

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

how to get results today. (Because we all need to make more sales today . . . not tomorrow, not next week!) , "improved my copies' performance by about 20% after reading it." , "

Values and Beliefs

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

They write copy that's garbage and that keeps failing which is keeping them from getting rich , "I need a 'refresh' to improve my conversion rates" ,

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

Usually it can be due to the lack of knowledge he got from school and universities and that's what cause him to be in debt and not having the resources to build a successful business.

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

"I bought this book because my copywriting wasn't selling my products."

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

"In the fast-paced, attention-starved, social media driven world of business today, two facts about your ability to create sales messages (copywriting) stand out. "I bought this book because my copywriting wasn't selling my products." , "My copy was pretty, witty and nice to read, but was not converting to sales and this meant the copy wasn't working."

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

Alex Hormozi - "Wow so much value in 7 minutes I feel like this guy should be taking my money 😊", "Thank you, Alex. I love the laid-back vibe of your videos." , "Alex's ability to distill complex ideas into simple, actionable advice is truly remarkable. The concept of acknowledging negatives upfront and then transitioning to positives resonates deeply. It's like he's offering a masterclass in communication and persuasion. Thanks for the game-changing insights!" , "I can feel the happiness and passion as he's explaining this. So different from most people that made their living by teaching."

Dan Lok - "Dan has increased my business acquisition by 20% simply by watching his online videos" , "All I want is a business school where they don't give books or speak on and on, just play Dan Lok videos the whole time. This information is mind blowing to me." , "Dan you really build my mind. As I live an East Africa Country called Somalia which is one of lowest economic countries on the world making me to not afford your mentorship programs I can get a lot of beneficial contents in your YouTube Channel. Thanks Dan."

The Copywriter's Handbook - "Clear steps to take - Helpful checklists to follow - Short and simple examples to read - Engaging writing which doesn't dwell on the details"

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

"Not everyone is motivated by money some want time off or recognition" , "our greatest asset is ourselves. We must not lose ourselves."

-What kind of people are we talking to?

Business owners or marketers who are super eager to improve their writing and selling skills and doing that will greatly boost their profits, growth, income and success. They could also be lazy (undisciplined).

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

"I think my biggest problem is not standing up straight and being confident with my speech and posture." "self-doubt" "the ignorance of my youth" , "I do lack discipline a lot"

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

Avatar:

Jack, 27, CPT, SA



Jack is a hardworking (but can be lazy and procrastinate at times) business owner trying to improve his business by the day. He grew up in Cape Town with his single mom and now he's trying to become the best version of himself and he wants to become rich so that he can spoil his mother Krissy and his wife Tressa and gain access to freedom (doing whatever he wants) and buy whatever he wants. He's super eager to living his dream life. But can't. He's marketing is dog doo doo and he's business is suffering since he's getting no to a little clients for his business per week/month. He went to UCT to study business studies and marketing but little does he know that University is complete BS! Bc, it's outdated when it comes to business and marketing, all he wanted was a business school where they don't give books or speak on and on. Right now he's looking for a way to increase his revenue and boost his sales. Ultimately he wants his business to reach its fullest potential w/o risking too much money.

Every day he's stressed out whether his business is still going to make it (if he's business will go bankrupt or not). He struggles to pay his monthly rent and he feels embarrassed that his wife Tessa needs to pay almost 80% of the rent. He has a little income coming each month, Every day he fails to get his message across the internet but he's copy and marketing skills are extremely poor(He writes copy that's garbage and that keeps failing which is keeping them from getting rich and it's bc he doesn't know how to grab people's attention).He's friends are disappointed at him sense he lets his wife make all the payments, he's friends and family are telling him to quit and get a job bc his business is failing. His friends laugh at him and joke about him. His friends think it's funny for him taking the risk to build a successful business, they laughed at his idea, and thought it was a big joke, they told him that he didn't have any common sense, and to stop being a dreamer .Jack is stressed out every day, doubting, and he is in deeply need of a solution. If he could find that solution that will skyrocket his business he would be able to prove every one wrong. He's not giving up tho. He will prove every one wrong and they will envy him one day. Jack at least goes to the gym everyday to improve his physique so that he can look good at least when networking with other people or business owners who might want to partner up with him in the future. He's meant more to just be a "business owner". He's going to be the man that runs a successful 6-8 figure business. Happiness and freedom is what he secretly desires most

Mission:

DIC:

How to Quickly Attract More Clients to Your Business:

Gary Halbert was one of the greatest marketers ever, generating over \$1,000,000,000 in revenue due to his unique marketing strategies.

I'll teach you the exact strategy he used to make people WANT what he was selling, so you can start implementing his strategies—turning cold, uninterested leads into hungry buyers!

With Gary's billion-dollar marketing strategy, you'll be able to:

- Solve all your marketing, advertising, and sales problems once and for all
- Skyrocket your business growth and make at least six figures+
- Buy that Ferrari you've always wanted
- Retire your hardworking single mother with two jobs and clear out all of her debts
- Gain massive respect from everyone (peers, friends, family, people you knew from school, etc.)
- Make your competitors envy you
- Explore the world (since you now have all the time and money in the world)

All this can be done by sacrificing just 2-4 hours a day to implement Gary's marketing strategies, which guarantee you more clients.

Then, eventually, you'll be able to do whatever you want, whenever you want.

It's exactly how I scaled my business to \$250,000 a month!

<proof>

But...

You're going to need discipline to fulfill those desires.

Become the person your parents raised you to be. If you lack that discipline—not wanting to become the son or daughter who retired their parents from the endless 9-5—then don't even consider going through the lessons.

[Click here to get started](#)

PS - Through these lessons, your eyes will truly be opened because you've been lied to your whole life about business and marketing. Using the same strategies that Gary Halbert used is what made me a multi-millionaire today, and sacrificing some of your daily pleasures will get you there too. 99% of business owners and marketers don't know about these strategies that I'm about to share with you...

[Click here to gain access to the lessons.](#)

PAS:

When making \$100k/m is actually easy:

The reason why you're not seeing any sales is because your marketing is as compelling as a tub of spoiled yogurt and it's why your message isn't "cutting through the clutter."

In other words...

Your advertisements are super, super, super boring.

If i saw words like this:

"Well, lucky for you..."

"Say goodbye too... and hello too..."

"Trust me"

"What if..."

I'll simply just scroll past.

There are WAYYY too many small companies who use those words, and it's keeping them small.

If you're guilty of using those words in your ads, then it's why you're still broke, and it's why you're afraid of your business becoming bankrupt (because it will if you don't change it).

I know how it feels when your bank account is taking deep dives and spending money on advertising that generates you no money back.

I was exactly in your shoes once.

I used to be embarrassed about the small income my business was making, my friends were making fun of me and my family was disappointed at me.

But ever since I bought Gary Halbert's (who used to be one of the world's greatest marketers to exist) course for \$10k, I started seeing results.

Gary taught me how to write messages that grabbed people's eyes and made them WANT to buy my stuff.

He taught me how to spend \$1 on ads and get anywhere between \$2 to \$30 back.

I just kept seeing the numbers on my screen rising and rising until it completely changed my life.

Now I can finally do whatever I want, whenever I want.

Buy ferraris, lambos, a nice secured house for my family, and travel the world.

You can too.

If you want to learn how to write compelling marketing systems that will get your message across to as many people as possible, turning them into hungry buyers and reaching six figures a month right now...

Then click [here](#) to go to the necessary page where I'll reveal all of Gary's secret marketing techniques for less than \$100 (\$10k value).

PAS

SL: Making \$100k/m is actually easy

You're not making any sales because of this one mistake...

And it's what's keeping your business from growing.

Let's be real here, your marketing is complete dog doo doo, and it's why you're not seeing any results... yet.

Without a compelling, attention-grabbing message to the public, how can you even possibly think to get ANY sales?

Remember, we live in a fast-paced, attention-starved economy.

Every day is a battle to get someone's attention, and you need to stand out to increase your sales.

"Well, how do I do it!?"

I used to be in your shoes:

Writing poorly-written ads, emails, sales pages, and landing pages that got little to no conversions,

Always embarrassed about how dead broke I was or the little income my small business brought home.

My friends used to laugh at me for taking the risk on starting a business,

(not knowing that in the future I would scale my business to \$1M/year.)

I was able to achieve seven figures after I started implementing Gary Halbert's marketing methods, even though it cost me about \$10k.

It was still the best investment I've ever made.

"Well, who's Gary Halbert?"

He passed away, but he used to be one of the greatest marketers to ever exist. He generated \$1,000,000,000 in revenue, and only a small percentage of people got access to his marketing resources and techniques.

I was lucky to be one of those few people.

So, if you want to learn how to create a message to the public that'll instantly grab their attention and make them WANT what you're selling, going from where you are now to six figures a month as fast as humanly possible,

[Then click here to go to the necessary page where I'll reveal all of Gary's secret marketing techniques for less than \\$100 \(\\$10k value\).](#)

PS - You're going to have to make small sacrifices every day until you achieve six figures plus.

If you don't have the discipline to take the time and learn for at least 2-4 hours a day,

then this will not be for you.

It's only for hardworking, blood-sweated business owners who want to change their lives forever. If you're not that type of business owner, then you can close this message and continue to scroll on social media or look at your bank account that might stay the same for a very long time.

[Your choice.](#)

PAS:

SL: Why your business is going to go bankrupt if you don't change this NOW:

Are you confused as to why your business isn't growing at all or barely making moves and do you think your business will even still survive if you don't get clients and make money right now?

Instead of dreaming everyday...

"Will I ever be able to buy myself an M4 Competition that'll grab everyone's attention on the streets?"

"Will I ever be able to get the chance to travel in Switzerland and admire its natural beauty?"

"Will I ever be able to retire myself and my hardworking single mother that has 2 jobs?"

Why not make those dreams a reality?

You see, a few years ago I got the chance to learn from a very highly skilled marketer.

And by highly skilled, I mean...

This marketer created a strategy that earned him \$1,000,000,000 in revenue throughout his career.

Sadly, he passed away a few years ago.

But he sold a course for \$10K while he was still around.

I was broke at the time when I bought it.

I even dived deeper down in debt, desperate to make big money.

But let me tell you this—It was the best investment I ever made.

He shared all his secret marketing techniques that turned uninterested strangers into conversions.

He taught exactly how to make people WANT whatever you're selling, from A-Z.

And I'm willing to teach the next 20 individuals the same tricks he used That got him incredibly rich for only \$100.

Right now, I'm making about \$250k/m by implementing his methods, and you can too.

<proof>

But before I send you to the page, know this:

Going through this course will take time, and you'll have to make sacrifices.

This means cutting out pleasures like watching TV to learn for about 1-4 hours a day.

You need to be a disciplined, hardworking, blood-sweating type business owner.

If you're not, then don't even consider buying the course—you'll only just be wasting \$100 that's actually worth \$10k in value.

But if you are that type of business owner, then you'll definitely see quick results and maybe even scale to six figures and beyond in less than a year.

[Click here to get started](#)

PS - If you're wondering who this marketer is that generated \$1,000,000,000 in revenue, you'll find out once you click the link!

See you there!

DIC:

SL: Why you're barely making any sales

If you've been wondering why you're not making any sales, it's because when people read your ads, they scroll out of boredom.

If you can't position your message in a way that grabs people's attention and makes them hungry for whatever you're selling, you'll never make any money or even think of retiring early.

Poor copywriting = struggle forever and die poor!

If you want to increase your sales and retire early, then keep reading.

I was taught by one of the greatest marketers to ever exist. Unfortunately, he's no longer with us...

But he shared his marketing techniques, which earned him over \$1,000,000,000 in revenue throughout his career, with only a small percentage of business owners.

I was lucky enough to be one of those few.

I used to be in your shoes, but I took the risk of diving even deeper into debt to study his techniques.

Now, I'm making \$500k/yr because of it.

<proof>

Best investment I made in my life.

I'm willing to share his techniques but only with 20 hardworking, disciplined business owners who truly want the life they've always wanted.

You'll learn exactly how to solve all of your marketing, advertising, and sales problems fast and forever, making people WANT whatever you're selling.

If you're interested, [click here](#) for further details.

PS - You might have heard about Gary Halbert.

If you do know who he is, then I'd guess your eyes just got even bigger.

Clicking the link is where I'll be sharing all of Gary's marketing techniques that are worth \$10,000 for ONLY \$100.

See you there!

HSO:

How I was able to scale to \$500k/m and how you can too:

I was a dead broke small business owner embarrassed about the small income I brought home.

I was struggling to pay my debts off, but i was just digging deeper down the debt hole trying to grow my business

I got laughed at and joked about by people I knew very close to and it's because I took the risk of building a successful business.

My ads, sales pages, emails were poorly-written, barely making any conversions.

Every day was overwhelming by the day-to-day logistics of running my small business, fearing that it could end-up bankrupt anytime soon.

"Man..."

Until I got a sales letter from someone very special

He passed away a few years ago, but he used to be one of the greatest marketers to ever live, who generated \$1,000,000,000 in revenue.

He was selling a course on how to get more people interested in whatever you're selling—turning random uninterested strangers into high paying customers in an instant.

I was intrigued, it cost me \$10k, but I took the risk knowing I'll even go into larger debt,

But I was desperate to make big money.

And boy, was that the best investment I made in my life.

Now I'm making around \$500,000/m after implementing his strategies and methods.

<proof>

The marketer I learned from was none-other than Gary Halbert himself.

And I'm willing to teach what he taught me from A-Z how you can too turn random strangers to WANT to buy your stuff.

Possibly scaling from where you are now to six figures plus.

For less than \$100.

\$10,000 value for \$100 is the biggest investment I'll ever take by a mile.

[If you're interested, you can click here now](#)

Note that this is only for the small business owners that are willing to make sacrifices and stay disciplined, if you're not disciplined and ready to change your life for the better that'll get you status, respect, and upgraded security so that you can keep your loved ones even more secure and retire your parents, then this will not apply to you at all.

Anyone can implement these lessons.

[See you there!](#)

PAS:

SL: Read this if you want to get more clients

