

BASIC QUESTIONS AND INFORMATION ABOUT MY AVATAR

-WHAT IS PAINFUL OR FRUSTRATING IN MY AVATARS LIFE?

-WHAT ANNOYS THEM?

-WHAT DO THEY FEAR?

-WHAT DO THEY LIE AWAKE AT NIGHT WORRYING ABOUT?

-HOW DO OTHER PEOPLE PERCEIVE THEM?

-WHAT LACK OF STATUS DO THEY FEEL?

-WHAT WORDS DO THEY USE TO DESCRIBE THEIR PAINS AND FRUSTRATIONS?

"ROADBLOCKS"

-WHAT IS KEEPING THEM FROM LIVING THEIR DREAM STATE TODAY?

-WHAT MISTAKES ARE THEY MAKING THAT ARE KEEPING THEM FROM GETTING WHAT THEY WANT IN LIFE?

-WHAT PART OF THE OBSTACLE DOES THE AVATAR NOT UNDERSTAND OR NOT KNOW ABOUT?

-WHAT IS THE ONE KEY ROADBLOCK THAT ONCE FIRED WILL ALLOW THEM TO MOVE FORWARD TOWARD THEIR DREAM OUTCOME?

“SOLUTIONS”

- WHAT DOES THE AVATAR NEED TO DO TO OVERCOME THE KEY ROADBLOCK?
- “IF THEY <INSERT SOLUTION>, THEN THEY WILL BE ABLE TO <INSERT DREAM OUTCOME> “.

“PRODUCT”

- HOW DOES THE PRODUCT HELP THE AVATAR IMPLEMENT THE SOLUTION?
- HOW DOES THE PRODUCT HELP THE READER INCREASE THEIR CHANCES OF SUCCESS?
- HOW DOES THE PRODUCT HELP THE READER GET THE RESULT FASTER?
- HOW DOES THE PRODUCT HELP THE READER GET THE RESULT WITH LESS EFFORT OR SACRIFICE?
- WHAT MAKES THE PRODUCT FUN?
- WHAT DOES YOUR TARGET MARKET LIKE ABOUT RELATED PRODUCTS?
- WHAT DOES YOUR TARGET MARKET HATE ABOUT RELATED PRODUCTS?

“RESEARCH SOURCES”

-CLIENTS AND THEIR CUSTOMERS: JUST ASK THEM, READ THEIR ONLINE TESTIMONIALS, ETC.

-SOCIAL MEDIA: WATCH YOUTUBE VIDEOS, READ COMMENTS, LOOK FOR OVER SHARING.

-AMAZON.COM : LOOK FOR BOOKS ADDRESSING A SIMILAR ROADBLOCK TO YOURS, READ THE 5 STAR AND 1 STAR REVIEWS.

-REDDIT: LOOK FOR COMMUNITY SUBREDDITS AND COLLECT THEIR LANGUAGE AND EXPERIENCES.

-QUORA: FIND THE QUESTION AND ANSWERS SURROUNDING THE PROBLEM YOUR PRODUCT SOLVES.

-GOOGLE: YOU'LL BE SURPRISED AT HOW MUCH YOU FIND WITH A SIMPLE GOOGLE SEARCH

“IF I ONLY HAD AN HOUR TO CHOP DOWN A TREE, I WOULD SPEND THE FIRST 45 MINUTES SHARPENING MY AX”

-ABRAHAM LINCOLN