

**Avatar:**

1 - Name, age and face. This makes it much easier for you to imagine them as a real, individual person.

Name: Sophia    Age: 29    Income: Higher than average

Sophia has a warm, expressive face with soft features that exude a sense of warmth and approachability. Her hazel eyes sparkle with excitement, yet there's a hint of underlying stress as she navigates the whirlwind of wedding preparations. Faint lines of worry may appear around her eyes, evidence of the pressures she feels as she strives to create the perfect wedding day.

2 - Background and mini life history. You need to understand the general context of their life and previous experience.

Sophia is 29 and she just got engaged to her beloved boyfriend. She has always been dreaming of the “perfect wedding” and couldn’t wait to have her own. She’s been watching a ton of youtube videos and going on online forums of people sharing their experiences online. She is very overwhelmed at the thought and process of planning her own wedding so she wants assistance and someone to talk to. Her main issue is that she feels alone and lost throughout the whole process. She feels like she's the only one excited at the thought of the wedding, but the planning and budgeting is killing her and making her frustrated. She has people that expect a lot of things from her. The fact that she’s planning alone makes it even worse for her. She has had thoughts of elopement, but that's not part of her dream. She wants her perfect wedding to become a reality, but all she really wants is a partner who can guide her throughout the whole process, and make her feel like her dreams aren’t as far as she thinks they are. She is aware of getting a planner to do it for her and she is really considering doing that.

3 - Day-in-the-life. If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Sophia wakes up in the morning tired and stressed from last night trying to find venues, and tips online that can possibly help her. She and her husband go off to work in the morning to their work-heavy jobs. When she gets home, she works on getting her ideas and her budgeting. She spends a lot of time consuming content and she is getting very stressed at how expensive everything is, and she feels like a lone wolf. She feels like she is going to blow. She wishes everything was easier. She wishes that dreams were

not actually dreams and everything would be easy. So by the end of the day she is tired as before and goes to sleep exhausted and proceeds to do the same the next day.

**Problem:** Sophia is having a very stressful time trying to manage and work out all the wedding planning on her own. She feels **lonely** throughout the process and since this is her first time. **She doesn't know how she should go about this.**

**Solution:** Getting **someone who has experience in planning weddings** who can help her find what she needs, **understand her perspective** (having a true partner), and **release the load of stress from her.**

**Product:** <https://www.satinandslateweddings.com>

The product helps the reader get the dream state more **efficiently** because she has dedicated herself to learning and experiencing as much of the event world as she possibly can, and she has worked with other events like corporate restaurant events in California & Arizona, private country club member galas. So, she has the **experience** and will remove unnecessary mistakes that beginners would make.

The **load of stress** will also be released because (like I said before) she has experience and she has worked on multiple occasions so she'll know what to expect. She has also help others achieve their wedding goals

The product also is very **empathetic**. She cares more about others than herself. Which is why she has dedicated herself to learn so much so she can produce more. "People are my passion. Creating is my passion. I invest myself into everything I do"

4 Questions:

1 - Who am I writing to? Who is my avatar?

- I am writing to Sophia. Sophia is 29 and she just got engaged to her beloved boyfriend. She has always been dreaming of the "perfect wedding" and couldn't wait to have her own. She's been watching a ton of youtube videos and going on online forums of people sharing their experiences online. She is very overwhelmed at the thought and process of planning her own wedding so she wants assistance and someone to talk to. Her main issue is that she feels alone and lost throughout the whole process. She feels like she's the only one excited

at the thought of the wedding, but the planning and budgeting is killing her and making her frustrated. The fact that she's planning alone makes it even worse for her. She has had thoughts of eloping, but that's not part of her dream. She wants her perfect wedding to become a reality, but all she really wants is a partner who can guide her throughout the whole process, and make her feel like her dreams aren't as far as she thinks they are. She is aware of getting a planner to do it for her and she is really considering doing that.

2 - Where are they now? What are they thinking/feeling? Where are they inside my funnel? etc

- Currently they're online (facebook) looking for potential wedding planners they can use to solve their problem. They're feeling tired/frustrated/stressed from the amount of load they have. They also feel lonely since they're new and the process and have so much to learn.

3 - What actions do I want them to take at the end of my copy? Where do I want them to go?

- I want them to click the link to my clients landing page where they'll be able to book a free consultation and gain confidence that we can work with them. I want to take them from the wilderness of social media, to my clients landing page.

4 - What must they experience inside of my copy to go from where they are now to taking the action I want them to take? What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

- I first need to reignite the desire of having the wedding she always wanted. Then I need her to believe that I'm the best vehicle to success by mentioning what we offer, and how we are the best.

**Awareness:** Product Aware

**Sophistication:** Stage 5: Niche Down, Experience

**FaceBook Ad:**

## Designed For The **Frustrated** Bride - Free Yourself From Painful Planning

We understand, you're navigating this stressful wedding planning journey with high expectations, loneliness, and doubt.

But, it doesn't have to be this way...

You can have a wedding *entangled* with love, filled with family members, and no drama with Satina & Slate.

With over 7 years of industry experience, we've helped brides feel welcomed and exceed their initial expectations.

You'll feel a surge of confidence planning your wedding to your desires whether traditional, bohemian, or even rustic!

So, if you want to be freed from mental stress, and have a wedding filled with love and memorable experiences, then click this [link](#).