

#### Marketing:

Men or Women? Men and women

- Approximate Age range? 25-45
- Occupation? Full-time employee
- Income level? \$50,000, Midclass
- Geographical location? Urban areas

#### Painful Current State

- They are afraid of being stuck in their 9-5 job forever.
- They are angry at themselves for not being able to achieve financial independence.
- Their top daily frustrations include dealing with a demanding boss, long hours, and not having enough time for their family and friends.
- They are embarrassed about their lack of financial freedom.
- Dealing with their problems makes them feel like a failure.
- Other people in their world think they are not very successful.
- If they were to describe their problems and frustrations to a friend over dinner, they would say that they feel like they are trapped in a rat race and that they are not sure how to get out.

#### Desirable Dream State

- They want to be financially independent and able to quit their 9-5 job.
- They want to be able to travel the world and spend more time with their family and friends.
- They want to be able to help others achieve financial independence.
- They want to be respected by their peers and community.
- If they were to describe their dreams and desires to a friend over dinner, they would say that they want to make a difference in the world and that they want to be financially free.

#### Values and Beliefs

- They believe that hard work and determination can lead to success.
- They believe that they can achieve anything they set their mind to.
- They believe that financial freedom is the key to happiness.
- They believe that they have what it takes to be successful in real estate investing.
- They believe that Dave Jenkins is a successful real estate investor who can teach them how to achieve their goals.

#### Avatar

- Name: John Smith
- Age: 35
- Background: John works as a software engineer for a large tech company. He has a wife and two young children. He is a hard worker and is always willing to go the extra mile. However, he is starting to feel trapped in his 9-5 job. He wants to be able to spend more time with his family and friends, but he doesn't know how he can afford to do that. He has been thinking about getting into real estate investing, but he doesn't know where to start.

- Current State: John is feeling frustrated and stuck. He is not sure how he can achieve his financial goals. He is also worried about the future of his family. He wants to be able to provide for them, but he doesn't know how he can do that on his current salary.
- Dream State: John dreams of being financially independent. He wants to be able to quit his job and spend more time with his family. He also wants to be able to help others achieve financial freedom. He believes that real estate investing is the key to achieving his dreams.
- Roadblock: John's biggest roadblock is his lack of knowledge about real estate investing. He doesn't know where to start or how to find good deals. He is also worried about making mistakes that could cost him money.
- Solution: John needs to find a mentor who can teach him how to invest in real estate. He needs someone who can help him learn the ropes and avoid making costly mistakes. He also needs someone who can provide him with support and guidance as he pursues his dreams.

#### Product

- Dave Jenkins's mentorship program can help John overcome his roadblock and achieve his dreams. The program will teach him everything he needs to know about real estate investing, from finding deals to managing properties. John will also have the opportunity to network with other investors and learn from their experiences.
- The program will help John increase his chances of success by providing him with the knowledge, skills, and resources he needs. It will also help him get the results faster by giving him access to Dave Jenkins's network of contacts and expertise.
- The program will help John get the results with less effort or sacrifice by providing him with a step-by-step plan for success. John will also have the support of Dave Jenkins and the other members of the program to help him stay motivated and on track.

"I was working a 9-to-5 job that I hated, and I was feeling trapped. I didn't know how I was going to achieve my financial goals, and I was starting to get worried about the future. But after joining Dave Jenkins's mentorship program, my life completely changed. I learned everything I needed to know about real estate investing, and I was able to start building my own portfolio. Now, I'm financially independent, and I'm able to spend more time with my family and friends. I'm so grateful for Dave's mentorship, and I know that I would never have been able to achieve my dreams without him." - John Smith, "Financial goals were always important to me, but I didn't know how to achieve them. Dave's mentorship program taught me everything I needed to know, and I'm now well on my way to financial independence."

- "I was always interested in real estate investing, but I didn't know where to start. I was worried about making mistakes, and I didn't want to lose money. But after joining Dave Jenkins's mentorship program, I felt like I had a real mentor who could guide me along the way. Dave taught me everything I needed to know about real estate investing, and he helped me to avoid making costly mistakes. Now, I'm well on my way to achieving my financial goals, and I know that I can always count on Dave for support." - Jane Doe,

"Dave helped me to identify my financial goals, and he gave me the tools and resources that I needed to achieve them. I'm now on track to retire early, and I can't thank Dave enough for his help."

- "I was feeling stuck in my job, and I didn't know how I was going to achieve my financial goals. I was starting to get worried about the future, and I was feeling like a failure. But after joining Dave Jenkins's mentorship program, my life completely changed. Dave helped me to identify my goals, and he gave me the tools and resources that I needed to achieve them. Now, I'm financially independent, and I'm able to spend more time with my family and friends. I'm so grateful for Dave's mentorship, and I know that I would never have been able to achieve my dreams without him." - Mary Jones, "I was always worried about not being able to achieve my financial goals, but Dave helped me to see that it was possible. Now, I'm on track to retire early, and I can't thank Dave enough for his help."

Instagram Caption/Ad 1: Pain Caption:

Are you really going to bind yourself to a 9-5 your whole life, constantly worried about tomorrow 🕒?

How can you expect to achieve your financial goals when you're stuck in a low-paying, full-time job barely earning enough to pay the bills?

No matter how many hours you work, you'll never earn enough for yourself or your family even if you work 100k hours a week.

That's why I developed my 1-on-1 mentorship to help those who are truly tired of living a mediocre life.

So if you finally want to be able to give your family the life they deserve, click the link in the bio for your golden opportunity 🏆

Instagram Caption/Ad2: Pleasure Caption (dream state).

Imagine spending every single moment with your family, never having to worry about money ever again 💰.

After all your hard work, you've finally been able to live a life free of struggle and on your own terms.

You've escaped the rat race and learned a valuable skill that will serve you for generations...

But, this will only happen if you're willing to make the decision today, for yourself and the ones closest to you.

So are you willing to click the link in the bio and go the extra mile for your loved ones 🚀?

Instagram Caption/Ad 3: Pain Caption:

(Tried something new with this one)

Real estate is a business that requires one thing we all possess but hate to give...

TIME ⌚

And this goes for anything you're trying to accomplish in life.

If you're willing to invest time within yourself, doors will open up to opportunities you never even thought you had

So if you're willing to put in time to pursue real estate, click the link in the bio and I'll personally guide your way to success 🎯.