

Marketing

- What kind of people are we talking to?
 - Men or Women?
 - Women
 - Approximate Age range?
 - 25-45
 - Occupation?
 - Professionals, entrepreneurs, and creatives
 - Income level?
 - \$50,000+
 - Geographical location?
 - North America, Europe, and Australia

Painful Current State

- What are they afraid of?
 - Not having enough time or money to plan their wedding
 - Making a mistake that will ruin their wedding day
 - Not being able to control all of the details of their wedding
- What are they angry about? Who are they angry at?
 - They may be angry at themselves for not being able to plan their wedding on their own
 - They may be angry at the wedding industry for being so expensive
 - They may be angry at their friends and family for not being more helpful
- What are their top daily frustrations?
 - Not being able to make a decision about every detail of their wedding
 - Feeling overwhelmed by the amount of planning that needs to be done
 - Not being able to find vendors who fit their budget and style
- What are they embarrassed about?
 - They may be embarrassed about not knowing where to start with wedding planning
 - They may be embarrassed about their budget
 - They may be embarrassed about their lack of control over the wedding planning process
- How does dealing with their problems make them feel about themselves?
 - They may feel overwhelmed, stressed, and anxious
 - They may feel inadequate and like they're not a good enough bride or groom
 - They may feel frustrated and angry
- What do other people in their world think about them as a result of these problems?
 - Their friends and family may think that they're being too picky or that they're not enjoying the wedding planning process

- Their vendors may think that they're difficult to work with
 - They may feel like they're not living up to other people's expectations
- If they were to describe their problems and frustrations to a friend over dinner, what would they say?
 - I'm so overwhelmed with wedding planning. I don't know where to start or how to make all of my decisions.
 - I'm feeling really stressed and anxious about my wedding. I'm worried that I'm going to make a mistake that will ruin my day.
 - I'm frustrated with the wedding industry. It's so expensive and I feel like I'm being taken advantage of.
 - I'm embarrassed that I don't know more about wedding planning. I feel like I'm behind the curve and that everyone else has it all figured out.
 - I'm worried that my friends and family think I'm being too picky or that I'm not enjoying the wedding planning process.
 - I'm concerned that my vendors think I'm difficult to work with.
 - I feel like I'm not living up to other people's expectations of what a bride or groom should be like.

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?
 - They would have a beautiful and stress-free wedding day
 - Everything would go according to plan and they would be able to enjoy their day without having to worry about anything
 - They would feel relaxed, confident, and happy
- Who do they want to impress?
 - Their friends and family
 - Their wedding guests
 - Themselves
- How would they feel about themselves if they were living in their dream state?
 - They would feel proud of themselves for pulling off such a beautiful and successful wedding
 - They would feel happy and fulfilled
 - They would feel confident in their ability to plan and execute events
- What do they secretly desire most?
 - To have a wedding that is unique and reflects their personal style
 - To be able to enjoy their wedding day without having to worry about anything
 - To feel loved and supported by their friends and family
- If they were to describe their dreams and desires to a friend over dinner, what would they say?

- I want a wedding that is both beautiful and stress-free. I want everything to go according to plan and I want to be able to enjoy my day without having to worry about anything.
- I want to impress my friends and family with my wedding. I want them to see how much I love my partner and how much we've put into planning our day.

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?
 - They believe that they are capable of planning their own wedding, but they are worried about making mistakes.
 - They believe that the wedding industry is expensive and that they may not be able to find vendors who fit their budget and style.
 - They believe that it is important to have a wedding that is unique and reflects their personal style.
- Who do they blame for their current problems and frustrations?
 - They may blame themselves for not being able to plan their wedding on their own.
 - They may blame the wedding industry for being so expensive.
 - They may blame their friends and family for not being more helpful.
- Have they tried to solve the problem before and failed? Why do they think they failed in the past?
 - They may have tried to plan their wedding on their own, but they may have found it to be too overwhelming and stressful.
 - They may have hired a wedding planner in the past, but they may have been disappointed with the service they received.
- How do they evaluate and decide if a solution is going to work or not?
 - They will evaluate a solution based on its cost, the quality of service it provides, and its ability to meet their needs and expectations.
- What figures or brands in the space do they respect and why?
 - They may respect wedding planners who have a good reputation and who are known for their creativity and attention to detail.
 - They may respect wedding blogs and magazines that provide helpful advice and inspiration.
- What character traits do they value in themselves and others?
 - They value honesty, transparency, and integrity.
 - They value creativity and innovation.
 - They value attention to detail and customer service.

Avatar

- Target Market
 - What kind of person is going to get the most out of this product?
 - Couples who are planning their wedding and who are looking for a wedding planner who can help them create a unique and stress-free wedding day.
 - Who are the best current customers, with the highest LTV?
 - Couples who are willing to invest in a wedding planner who can provide them with high-quality service and who can help them save time and money.
 - What attributes do they have in common?
 - They are typically well-educated professionals with a high income.
 - They value creativity and innovation.
 - They are looking for a wedding planner who can help them create a unique and stress-free wedding day.
- Avatar
 - Name: Sarah and John
 - Age: 30
 - Occupation: Sarah is a teacher and John is an engineer.
 - Background and mini life history: Sarah and John met in college and have been together for five years. They are both from loving and supportive families, and they are close to their friends. Sarah and John are passionate about diversity and inclusion, and they want their wedding to reflect their values.
 - Day-in-the-life: Sarah and John wake up early and go for a walk together before work. After work, they cook dinner together and spend time relaxing or watching a movie. They also make time to see their friends and family on weekends.
 - Values: Sarah and John value honesty, transparency, and integrity. They also value diversity and inclusion.
 - Outside forces: Sarah and John's families and friends are important to them. They also value their careers and their hobbies.
- Current State
 - What is painful or frustrating in the current life of my avatar?
 - Sarah and John are stressed about planning their wedding. They are especially worried about finding the right wedding planner and floral designer. They want to find a planner and designer who is affordable, talented, and committed to diversity and inclusion.
 - What annoys them?
 - Sarah and John are annoyed by wedding vendors who are overpriced or who do not offer the services they need.
 - What do they fear?
 - Sarah and John fear that they will not be able to find the right wedding planner and floral designer. They also fear that their wedding day will be stressful and that they will not be able to enjoy themselves.

- What do they lie awake at night worrying about?
 - Sarah and John lie awake at night worrying about the cost of their wedding, the logistics of planning their day, and the possibility of things going wrong.
- How do other people perceive them?
 - Sarah and John are perceived by their friends and family as being successful, intelligent, and kind.
 -

What lack of status do they feel?

- Sarah and John may feel a lack of status if they are unable to plan their dream wedding.
- Dream State
- If they could wave a magic wand at their life and fix everything, what would their life look like?
 - Sarah and John's wedding day would be everything they ever dreamed of. It would be beautiful, stress-free, and reflective of their unique style. They would be surrounded by their loved ones and they would be able to enjoy their day without having to worry about anything.
- What enjoyable new experiences would they have?
 - Sarah and John would have the opportunity to experience new and exciting things on their wedding day, such as a unique ceremony location, a stunning reception venue, and delicious food and drinks. They would also have the opportunity to spend quality time with their loved ones and to celebrate their love for each other.
- How would others perceive them in a positive light?
 - Sarah and John would be perceived by their friends and family as being successful, stylish, and in love. They would also be seen as being role models for other couples who are planning their weddings.
- How would they feel about themselves if they made that change?
 - Sarah and John would feel happy, fulfilled, and confident. They would be proud of themselves for planning a successful wedding and for creating a lasting memory for themselves and their loved ones.
- What words do THEY use to describe their dream outcome?
 - Sarah and John might use words like "beautiful," "stress-free," "unique," "joyful," and "memorable" to describe their dream wedding outcome.

Roadblocks

- What is keeping them from living their dream state today?

- Sarah and John are worried about the cost of their wedding, the logistics of planning their day, and the possibility of things going wrong. They are also worried about finding the right wedding planner and floral designer.
- What mistakes are they making that are keeping them from getting what they want in life?
 - Sarah and John may be making the mistake of trying to plan their wedding on their own. They may also be making the mistake of not setting a budget for their wedding.
- What part of the obstacle does the avatar not understand or know about?
 - Sarah and John may not understand the full scope of what is involved in planning a wedding. They may also not be aware of the different types of wedding planners available or the services they offer.
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
 - The one key roadblock that Sarah and John need to fix is finding the right wedding planner. A good wedding planner will be able to help them with all aspects of their wedding planning, from setting a budget to finding vendors to coordinating the day of the event.

Solution

- What does the avatar need to do to overcome the key roadblock?
 - To overcome the key roadblock, Sarah and John need to contact Tyler Speier Wedding Planning. Tyler is a talented and experienced wedding planner who is committed to helping his clients plan successful weddings. He can help Sarah and John with all aspects of their wedding planning, from setting a budget to finding vendors to coordinating the day of the event.
- “If they <insert solution>, then they will be able to <insert dream outcome>”
 - If Sarah and John contact Tyler Speier Wedding Planning, then they will be able to have a beautiful, stress-free, and unique wedding day.

Product

- How does the product help the avatar implement the Solution?
 - Tyler Speier Wedding Planning can help Sarah and John implement the solution by providing them with all of the necessary resources and support they need to plan their wedding. Tyler can help them with everything from setting a budget to finding vendors to coordinating the day of the event.

- How does the product help the reader increase their chances of success?
 - Tyler Speier Wedding Planning has a proven track record of success. Tyler has helped many couples plan and execute successful weddings. He is also a highly respected wedding planner in the industry.
- How does the product help the reader get the result faster?
 - Tyler Speier Wedding Planning can help Sarah and John get the result faster by taking care of all of the details of the wedding planning process. This will allow Sarah and John to focus on their other responsibilities, such as work and family.
- How does the product help the reader get the result with less effort or sacrifice?
 - Tyler Speier Wedding Planning can help Sarah and John get the result with less effort or sacrifice by taking care of all of the details of the wedding planning process. This will allow Sarah and John to relax and enjoy the process of planning their wedding.
- What makes the product fun?
 - Tyler Speier Wedding Planning makes the wedding planning process fun

What makes the product fun?

- Tyler Speier Wedding Planning makes the wedding planning process fun by being creative and innovative. Tyler works with his clients to create unique and personalized weddings that reflect their individual styles.
- Tyler is also a lot of fun to work with. He is passionate about weddings and he loves helping his clients plan their dream day. He is also very supportive and encouraging, and he always goes the extra mile to make sure his clients are happy.

What does your target market like about related products?

- The target market likes related products that are creative, innovative, and inclusive. They also like related products that are from businesses that are committed to diversity and inclusion.

What does your target market hate about related products?

- The target market hates related products that are unoriginal, boring, and exclusive. They also hate related products that are from businesses that are not committed to diversity and inclusion.

Instagram Caption 1:

Planning out your wedding to be absolutely perfect shouldn't be a one man job...

There are tons of details that go into making your wedding exactly how you want it.

Having the flowers arranged to give off the exact atmosphere you want, getting the catering ready and on time, making sure the photography's on point...

It can get pretty hectic and leave you overwhelmed with all the different things you have to take care of.

But instead of dealing with all the pent-up frustration that is wedding planning, let us take care of it and enjoy your personally tailored wedding stress free.

(link to contact prospect through website)

Instagram Caption 2:

Your wish for a smooth and easy wedding planning experience isn't an unrealistic fantasy...

Weddings are one of those times in life that you have no choice but to live out to the fullest.

And that shouldn't include the pent up anxiety that comes with planning your wedding.

You deserve to have an astonishing time with your closet friends, family, and your beautiful partner.

So if you want your wedding exactly the way you want it to be, don't be afraid to contact me and watch how star-struck your guests will be when they come to your wedding.

(Link to contact prospect through website)

Instagram Caption 3:

Planning out your wedding shouldn't make you want to curl up into a ball full of frustration and doubt...

Your wedding is one of the few times you'll get to see everybody you hold dear to your heart all in one place.

All the company, laughter, and support of everyone you trust are here gathered in one place to support you.

So use this day to let loose and enjoy the time you have, not stressing over all the backend details of the weddings.

If you want a wedding that makes you feel confident and reflects your style, contact me and be in complete control over how your wedding goes.

([Link to contact prospect through website](#))