

- **Avatar**

**Name:** James Parker

**Age:** 35

**Height:** 6'0"

**Weight:** 180 lbs

**Net worth:** \$5 million

**Income:** \$500,000 per year

**Location:** New York City

**Job:** Investment banker

**Background:** Graduated from an Ivy League university and has been working in finance for over a decade. He's successful and driven, but he's also looking to make a statement with his style.

**Day-in-the-life:**

James wakes up early in the morning to go to the gym before work. He works long hours at the office, attending meetings and analyzing financial data. After work, he attends networking events and client dinners, always representing his firm in the best possible light.

**Values:**

James values success, hard work, and attention to detail. He believes that the way he presents himself is just as important as the work he produces.

**Outside forces:**

James is constantly surrounded by other successful businessmen who also dress well. He feels that he needs to stand out and make a statement with his style to be taken seriously in his industry.

- **Current State**

**What is painful or frustrating in the current life of my avatar?**

James is frustrated with the lack of options available to him when it comes to finding a suit that truly fits his body type. He has tried off-the-rack suits, but they never fit him properly, and he's not satisfied with the results of other custom suit makers.

**What annoys them?**

James is annoyed by the lack of attention to detail he sees in most suits. He wants something that is truly unique and that reflects his style.



**What do they fear?**

James fears that he will continue to blend in with the crowd and that he won't stand out in his industry.

**What do they lie awake at night worrying about?**

James worries about whether he is doing enough to stay ahead of his competition, both professionally and personally.

**How do other people perceive them?**

Other people see James as a successful and driven businessman, but he feels like his appearance doesn't always match his accomplishments.

**What lack of status do they feel?**

James feels like he is not able to truly stand out and make a statement with his style.

**What words do THEY use to describe their pains and frustrations?**

James describes his frustrations as feeling like he's not able to find a suit that truly fits him and that reflects his unique style.

- **Dream State**

**If they could wave a magic wand at their life and fix everything, what would their life look like?**

James would be able to walk into a room and command attention with his style. He would be able to stand out and make a statement, both professionally and personally.

**What enjoyable new experiences would they have?**

James would enjoy the confidence that comes with knowing he looks his best. He would be able to attend events and feel like he truly stands out in the crowd.

**How would others perceive them in a positive light?**

Others would see James as a successful businessman who has a unique sense of style. They would admire his attention to detail and the way he presents himself.

**How would they feel about themselves if they made that change?**

James would feel confident and powerful. He would know that he is presenting himself in the best possible light and that he's truly standing out from the crowd.

**What words do THEY use to describe their dream outcome?**

James describes his dream outcome as a suit that truly fits him and that reflects his unique sense of style. He wants something that will make him stand out and that will help him feel confident in any situation.

- **Roadblocks**

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

James has not been able to find a suit that truly fits him and that makes him feel confident and stylish. He often finds himself frustrated with off-the-rack suits that don't fit him properly or flatter his body type. He feels like he can't express his personal style through his clothing and that he's constantly settling for less than what he deserves.

**What mistakes are they making that are keeping them from getting what they want in life?**

James may be settling for off-the-rack suits because he's not aware of the benefits and options that come with a tailored luxury suit. He may also be prioritizing other expenses over investing in a high-quality suit, not realizing that the right suit can be a valuable long-term investment.

**What part of the obstacle does the avatar not understand or know about?**

James may not fully understand the difference between off-the-rack suits and tailored luxury suits, or he may not know where to find a reputable tailor who can provide him with a custom suit.

**What is the one key roadblock that, once fixed, will allow them to move forward toward their dream outcome?**

The one key roadblock for James is finding a trustworthy and skilled tailor who can provide him with a high-quality, custom-tailored suit that fits him perfectly and flatters his body type. Once he has a tailored luxury suit that he loves and feels confident in, he will be able to move forward toward his dream of looking and feeling his best in every situation.

- **Solution**

**What does the avatar need to do to overcome the key roadblock?**

James needs to do research and find a reputable tailor who specializes in tailored luxury suits. He can ask for recommendations from friends or colleagues who dress well, or he can do a quick online search to find tailors in his area. He should also consider investing in a high-quality suit that will last for years and provide him with the comfort and confidence he needs to succeed in both his personal and professional life.

**“If they <insert solution>, then they will be able to <insert dream outcome>”:**

“If James finds a skilled and trustworthy tailor to create a custom-tailored luxury suit, then he will be able to feel confident, stylish, and comfortable in every situation. He'll be able to express his personal style through his clothing and make a strong impression on everyone he meets, helping him achieve his personal and professional goals with ease.”

- **Product (Tailored luxury suit)**

**What product?**

The product is a tailored luxury suit, custom-made to fit James's body type and personal style preferences.

**How does the product help James implement the solution?**

The tailored luxury suit will help James implement the solution by providing him with a high-quality, custom-tailored suit that fits him perfectly and flatters his body type. He will be able to express his personal style through his clothing and feel confident and comfortable in every situation, whether he's attending a formal event or meeting with clients. By investing in a tailored luxury suit, James will be making a long-term investment in himself and his future success.

- **Fascinations Brainstorm**

Become James Bond in seconds

Your networth will instantly quadruple wearing this

The custom suit that will automatically transform you into a CEO

Stand out from the crowd with style and confidence

Stand out everywhere with style and confidence with this suit

Become the center of attention with a unique style and supreme confidence

Become the man that silences the room every time he appears

## **EMAIL**

### **SL: Silence the room with first-class style**

You walk into the meeting

They all were talking, and suddenly, dead silence

Everybody turns their head and looks at you, they look shocked

You walk cold-confident, with style and determination

Their mouths open as you reach your seat

Everybody is impressed by your style and presence, they even forgot what they were talking about, they are frozen by your appearance

All of them are staring at you, staring at a man

But you are not a man anymore...

You are THE MAN

[Become THE MAN and shock everyone anywhere with a unique style and impressive presence](#)