

## Target Market

- What kind of person is going to get the most out of this product?

Someone who has had failed experiences with crypto and been disappointed. Someone new to this field and looking for a source of information

- Who are the best current customers, with the highest LTV?

Beginners and Intermediates (people who have had failed attempts)

- What attributes do they have in common?

Failed attempts, little or no information, fear of failure, most don't have much finances

## Avatar

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

Ivan. Between 20 and 27 years old.

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

He is not from a very rich family, but he still grew up in a good environment. There is a mother and father who work 9-5 jobs and Ivan can see that they are stressed and unhappy about their situation. He also has a girlfriend with whom he knows that it will soon be time to start a family. The problem is, however, that it is not financially stable. He hates his job that doesn't pay him well, so he's looking for a way to help him get rid of it and be financially stable so he can fulfill his dreams and provide the dream life to his loved ones

- **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.

He gets up early in the morning and goes to the job he hates. After returning home, he sometimes rests, sometimes searches for information and a path to financial freedom, but without success - each time something fails and he begins to lose motivation.

- **Values.** What do they believe is most important?  
What do they despise?

He believes that his normal job will not be able to fulfill his dreams and because of this he is looking for a path to financial freedom.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Social media infuses him, his friends and parents who don't fully support him, the opinion of people who work 9-5

## Current State

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

They're working a job they hate, they're worried about the future, they're financially unstable, they're pressed for time because they know they have to do something and do it fast

- What annoys them?

It worries them that they are not sure enough about themselves, they have lost their way, they are not sure what exactly they are doing

- What do they fear?

They are afraid of losing all their money in investments, of not being able to achieve their dreams

- What do they lie awake at night worrying about?

They worry that they won't achieve their dreams and be financially stable, they don't really believe in themselves and they don't know if they are on the right path

- How do other people perceive them?

They accept them as normal people, but this is not enough for them because they want to be different

- What lack of status do they feel?

They don't feel good enough and people take them for "nothing special"

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

After so many failed attempt on getting the right platform

However with my salary, I am not able to send my kid to an international school

We hardly meet our needs with our salary. My heart aches whenever my son demands a new toy, bicycle and any fancy kids stuff. Many times with a heavy heart I have to deny his demands. It feels so bad when I can't fulfill my kid's small demands

I spend 20 years working my ass off for lousy money

Man I forgot how to spend money on myself since I got a family

I lost everything within a month

Honestly I'm just a blue collar 9-5 guys whose sick and tired of losing all my free time

### Dream State

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

They would provide the dream life of their loved ones, travel, buy very expensive goods, have status

- What enjoyable new experiences would they have?

They will be able to repay their parents and take care of their family, they will be able to work and travel at the same time, no one will have authority over them, they will have expensive things

- How would others perceive them in a positive light?

They will stop the mouths of those who did not believe in them and they will look upon them with greatness, they will be able to afford everything they ever wanted, people will envy them, their relatives will be proud of them

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

They will feel very good because they have fought for their financial freedom, they will now have greater self-confidence and self-esteem

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

But it would be damn nice to give my girlfriend her desired operation to provide the best education and facilities to my son

I dream of retiring early and being able to drive in my blue Lambo down the street

I dream of having enough money made from crypto to be financially free and retire early

to keep my kids future secured so they do not have to worry when I am not here

I'd probably get a nice watch and a car just for me

Then I'll travel the world and work remotely without having to worry about money

## Roadblocks

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

They don't have much free time to invest, they are afraid of losing a lot of money, they don't understand enough about things that can increase their finances

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

They tried many times but nothing worked because they didn't have a good leader, they were afraid to take risks

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

Some people don't understand that they need someone to guide them, some people don't understand that they have incorrect information

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

not well informed (fear of failure)

## Solution

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

He must stop being afraid, find the right leader and act

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

If they find the right information, believe in themselves and stop being afraid, they will be able to achieve their dreams (material, dreams of loved ones, etc.)

## Product

- How does the product help the avatar implement the Solution?

The course itself provides the client with a mentor to guide them in this area, therefore giving the client more confidence and removing fear by teaching the client how to control risk

- How does the product help the reader increase their chances of success?

The course gives the client access to the abilities of given crypto traders who are better and knowledgeable in these areas (improves knowledge and gives better and extensive information to the client)

- 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?

making it easy to get a solid foundation of understanding

It's broken down in palatable form in understandable terms to all

surprised by the amount and depth of info

Learn at your own pace

Video lessons cover a wide range of topics

Daily Live sessions

Tons of educational material, video courses and tests to complete your knowledge

RM referral structure where anyone can become an entrepreneur and transform RM into your own income source with partnership payouts of up to 1 Million Dollars a month

Free trial available

Daily live streams and market analysis

Insights from trading mentors

Community of fellow traders to discuss ideas with

Lifetime access to both free and paid course content

Access to online community of traders after completing paid course

Watch live trading

Lifetime exclusive support group access

High-win rate signals

Trading Education

30-day money-back guarantee

Free account available

24/7 trading support

It is a well-structured and transparent course

Thomas Kralow is a highly regarded trader and has tried multiple long-term strategies that have been successful. Under his mentorship, you will have an inside knowledge of these.

- What does your target market hate about related products?

Up until recently, there hasn't been a lot of positive (or educated) media coverage of crypto

mistakes and poorly structured sentences

grammatical mistakes

The price is by far one of the costliest programs available

There is no free option

No free trial

Courses require expensive monthly, annual or one-off payment for access

May not offer much value to advanced traders

Not available to US clients