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Free Webinar

With a team of experienced financial experts, we've constructed this webinar **FREE OF CHARGE**

How to easily Manage your **Small Business** Finances in 30 days or less

Webinar Includes:

- The specific steps you must take to manage your business finances to make your friends and family **jealous** in a matter of weeks.
- The secret successful Small business owners use to manage their finances
- The stupid-easy mistakes that keep **99%** of small business owners from **EVER** managing their finances
- How to get clarity on your business's financial state

What to expect at the end of the 30 days:

- No more **anxiety** at the end of the month not knowing how your business performed.
- More **time** to spend on your business
- Compliments from clients ;)
- Bookkeeping being **10x** simpler

["Trusted by over 10,000 small businesses worldwide."]

👉 I **ABSOLUTELY WANT** To Manage My Small Business Finances In **UNDER 30 DAYS** 👉

AVATAR

1. **Name:** Marie
2. **Age:** 30
3. **Face:** Big nose, Chubby, Blue Eyes, Very Round, Nice Blonde hair.
4. **Background And Mini Life Story:** Meet Marie. She is a 30 year old woman, born Nov 1. 1993. She was a normal Woman with a few friends and was inspired by the amazon story and eventually entered college pursuing business. Now she is a 30 year old Small business Owner looking to, easily manage her business finances to, focus more on her small business.
5. **Day In The Life:** Marie, Wakes up at 6 am, takes a shower and goes downstairs to eat breakfast. Now it is 7am and she gets to work. She responds to emails, client inquiries and talks with her business partners. By 9 she goes for a walk. After the walk she prepares lunch and eventually eats lunch with her parents. After lunch she gets back to work, by educating herself on finances and while handling the finance part. That took till 6pm and now she works on her business itself for 2 hours. She now eats dinner with her parents again and heads to bed.

RESEARCH

Target Market= 20-40 Yr old's looking to, easily manage their business finances to, focus more on their small business.

Market Sophistication: STAGE 5

Market Awareness: Solution Aware

What kind of people are we talking to?

- Men or Women? **Both**
- Approximate Age range? **20-40**
- Occupation? **Business Owner**
- Income level? **50k Per Year**
- Geographical location? **United States**

Painful Current State

- What are they afraid of? **They fear losing track of their business due to not having enough time, unsure of the financial state of their business and if they're losing money or making enough each month.**
- What are they angry about? **Not having enough time to work on their Business.** Who are they angry at? **The People that sold them Accounting Products**
- What are their top daily frustrations? **Being unsure of their business's financial state, and fearing they won't have enough time to work on their business.**
- What are they embarrassed about? **Them being a Business owner, spending most of their time not even working on their business**
- How does dealing with their problems make them feel about themselves? **They feel, that they're frustrated**
 - What do other people in their world think about them as a result of these problems?

People Believe Their Struggling due to these Problems

- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **I don't know if I am losing money, or how much money I am exactly making each month. I'm confused about the financial state of my business and don't seem to have enough time Really working on my business.**

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? **I have lots of time to spend on my Business and there's no more anxiety at the end of the month anymore not knowing how my business performed. The invoicing, accepting online payments and keeping track of expenses couldn't be simpler. I can focus all of my efforts on my work and my clients.**
- Who do they want to impress? **Their Clients**
- How would they feel about themselves if they were living in their dream state? **They would think that they are the man/woman and they would think that they are very resilient due to them never giving up**
- What do they secretly desire most? **A steady income enabling them to live their dream life without really working at all.**
- If they were to describe their dreams and desires to a friend over dinner, what would they say? **I have lot's of time to spend on my Business and there's no more anxiety at the end of the month anymore not knowing how my business performed. The invoicing, accepting online payments and keeping track of expenses couldn't be simpler.**

Values and Beliefs

- What do they currently believe is true about themselves and the problems they face? **They Believe that they haven't found the right Product yet and that they are a hard-working person**
- Who do they blame for their current problems and frustrations? **People that Sold them Products which did not work**
- Have they tried to solve the problem before and failed? **Yes they have already tried it before.** Why do they think they failed in the past? **They didn't find the right accounting software**
- How do they evaluate and decide if a solution is going to work or not? **Reviews, and Social Proof, also by trying it out**
- What figures or brands in the space do they respect and why? **Xero due to people having shared good reviews on it.**
- What character traits do they value in themselves and others? **Relentlessness, not giving up, Hard-Working**
- What character traits do they despise in themselves and others? **Laziness**
- What trends in the market are they aware of? **Nowadays, everyone is claiming the title of "coach" — but rather than a focus on providing instruction or training, many are focused on selling the next five-week course or e-book, posing challenges for small business owners seeking authentic support.** What do they think about these trends? **It has led them to be skeptical about Coaches.**

Places To Look For Answers:

1. Your client's existing customers and testimonials
2. Your client's competitors customers and testimonials
3. Talking with anyone you personally know who matches the target market
4. People oversharing their thoughts and feelings online
 - a. Youtube
 - i. Comments
 - ii. "My journey" type videos
 - b. Twitter
 - c. Facebook
 - d. Reddit
 - e. Other Forums
 - f. Amazon.com Reviews
 - g. Yelp and Google Business/Maps Reviews

