

TARGET MARKET:

Women between the ages of 18-45,
Fashion-forward and trendy individuals who are passionate about accessories and gift-giving,
Interested in exploring new trends and styles in the accessories and gift market
Tech-savvy and active on social media platforms,
Professionals with disposable income, who are willing to spend on quality accessories and gifts,
Primarily located in urban or suburban areas,
Interested in sustainability and eco-friendly products,
Values the sentimentality and personalization of gifts,

AVATAR:

Name: Sarah

Age: 28

Face: Sarah has long curly brown hair and green eyes. She has a warm smile and a friendly demeanor.

Background and mini-life history: Sarah is a digital marketer for a startup in the city. She grew up in a small town in the Midwest and moved to the city after college to pursue her career. She loves her job and the fast-paced lifestyle of the city. In her free time, she enjoys exploring new neighborhoods, trying out new restaurants, and attending concerts and events.

Day-in-the-life: Sarah wakes up early to hit the gym before work. After work, she usually meets up with friends for drinks or dinner. She's very active on social media and spends time browsing Instagram and Pinterest for inspiration on the latest trends in fashion and accessories.

Values: Sarah values sustainability and eco-friendliness, and tries to make environmentally conscious choices whenever possible. She also values the sentimentality and personalization of gifts and enjoys giving thoughtful presents to her loved ones.

Outside forces: Sarah feels influenced by her group of close friends, who are all passionate about fashion and staying up-to-date on the latest trends. She also feels the pressure of living in a city where appearance and fashion play a big role in social interactions and professional networking.

CURRENT STATE:

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

Sarah struggles to find unique and high-quality accessories and gifts that align with her values and style. She often spends hours searching online and visiting multiple stores, only to be disappointed by the limited options available.

What annoys them?

Sarah gets annoyed when she sees cheap and poorly-made accessories and gifts being marketed as high-quality and trendy products. She also gets frustrated when she cannot find eco-friendly and sustainable options.

What do they fear?

Sarah fears giving or receiving generic and meaningless gifts that do not reflect the personal connection between the giver and receiver.

What do they lie awake at night worrying about?

Sarah often worries about finding the perfect gift for her loved ones, and whether or not they will appreciate and value her efforts.

How do other people perceive them?

Sarah is often perceived as a fashion-forward and trendy individual who has high standards for quality and uniqueness. However, others may also see her as picky or hard to please when it comes to gift-giving.

What lack of status do they feel?

Sarah may feel a lack of status when she is unable to find or give the perfect gift, or when she sees others giving more thoughtful and personalized gifts.

DREAM STATE:

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

Sarah would have access to a wide range of high-quality, sustainable, and unique accessories and gifts that align with her style and values. She would also have the ability to easily personalize and customize gifts for her loved ones and feel confident in her gift-giving abilities.

What enjoyable new experiences would they have?

Sarah would have the joy and satisfaction of giving and receiving meaningful and personalized gifts that reflect the unique connection between her and her loved ones.

How would others perceive them in a positive light?

Sarah would be perceived as a thoughtful and caring individual who takes the time to find and give meaningful gifts that truly reflect her connection with the receiver.

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

Sarah would feel confident in her gift-giving abilities and proud of her ability to find and give unique and thoughtful gifts.

What words do THEY use to describe their dream outcome?

Sarah's dream outcome would be to have access to a wide range of high-quality, sustainable, and unique accessories and gifts that align with her style and values. She would also be able to easily personalize and customize gifts for her loved ones and feel confident in her gift-giving abilities.

ROADBLOCKS:

What is keeping them from living their dream state today?

Sarah's inability to find high-quality, sustainable, and unique accessories and gifts that align with her personal style and values is keeping her from living her dream state.

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

Sarah may be making the mistake of settling for generic and uninspiring gifts due to the limited options available to her.

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

Sarah may not be aware of the sustainable and eco-friendly options available to her, or the various customization options that could make her gifts more personal and meaningful.

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

The key roadblock for Sarah is the limited availability of high-quality, sustainable, and unique accessories and gifts that align with her style and values.

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

Sarah needs to find a reliable source of high-quality, sustainable, and unique accessories and gifts that align with her style and values. She can also explore customization options to make her gifts more personal and meaningful.

PRODUCT:

Pandora's Box Boutique is a privately-owned lifestyle store based in Baltimore, Maryland, that offers a unique selection of the latest trends in jewelry, gifts, home decor, and personal accessories. The brand supports local designers, jewelry makers, and artisans, and promotes social change, individuality, support for women, and overall happiness. They offer affordable price points without compromising on quality, and many of their products are made locally and represent the Baltimore community. Their mission is to handpick high-quality products with a sense of humor and authenticity that everyone can relate to. The brand maintains real-time inventory, so customers get what they see. Pandora's Box loves local artists and independent designers, and their products highlight the humor in all of life's situations, good and bad.

DIC


The objective of this copy is:


Sell the reader on a click


Behind the click, there's a solution for their burnout


Make them scratch their head


Provide relevant information

 **The Emotional Baggage Tote - the (ultimate) statement piece for every trendy women!**

 No more (carrying around emotional baggage) negative emotions that doesn't serve you. With this tote, you'll leave all of that behind and walk into the world with confidence and poise.

 Imagine the look on people's faces when they see you strutting your stuff, free from the weight of the past. They'll know that you're a woman who's in control, who's not afraid to take on anything that comes her way.

 Whether you're headed to work or on a night out with friends, the **Emotional Baggage Tote** will be your trusty companion. It's eco-friendly, spacious, durable, and has a faux leather handle. (with the highest quality materials)

 So say goodbye to the past and hello to a brighter future. Get your **Emotional Baggage Tote** in my bio today and (step into)
(become the woman you were meant to be).