

Target Market:

- Men or Women: Women
- Approximate Age range: 25-35
- Occupation: Professional
- Income level: \$50,000 - \$100,000
- Geographical location: United States

Painful Current State:

- They are afraid of not being able to capture the perfect moments of their wedding day.
- They are angry at themselves for not being able to afford a more expensive videographer.
- Their top daily frustrations are dealing with the stress of planning a wedding and trying to find the perfect videographer within their budget.
- They are embarrassed about not being able to afford a more expensive videographer and feeling like they will not have the same quality of video as their friends who did.
- Dealing with these problems makes them feel stressed, anxious, and insecure.
- Other people in their world think they are not being responsible with their money and that they are not taking their wedding seriously.
- If they were to describe their problems and frustrations to a friend over dinner, they would say that they are feeling overwhelmed and that they are not sure how they are going to be able to afford a good videographer.

Desirable Dream State:

- If they could wave a magic wand at their life and change it immediately, they would have the perfect wedding day with stunning video to remember it by.
- They would feel confident and beautiful on their wedding day and they would know that they had captured the perfect moments.
- They would be able to impress their friends and family with their video.
- What do they secretly desire most?

Sarah secretly desires to have a beautiful wedding that she can look back on for the rest of her life. She wants to be able to share her special day with her loved ones and create memories that will last forever.

- If they were to describe their dreams and desires to a friend over dinner, what would they say?

If Sarah were to describe her dreams and desires to a friend over dinner, she might say something like this:

"I've always dreamed of having a beautiful wedding. I want it to be a day that I'll never forget, and I want to be able to look back on it and smile. I want it to be a day that's full of love, laughter, and happiness. I want to be able to share my special day with my loved ones and create memories that will last forever."

Values and Beliefs:

- They value family, love, and happiness.
- They believe that everyone deserves to have a beautiful wedding day.
- They believe that hard work and determination can overcome any obstacle.
- They are willing to sacrifice to make their dreams come true.
- They respect people who are successful and ambitious.
- They value people who are kind and compassionate.

Avatar:

- Name: Sarah
- Age: 30
- Face: Pretty, with long brown hair and green eyes.
- Background: Sarah is a professional working in the corporate world. She has been engaged for a year and is planning her wedding for next summer. She is feeling stressed and overwhelmed about the planning process and is not sure how she is going to be able to afford a good videographer.
- Day-in-the-life: Sarah works long hours at her job. She comes home exhausted and doesn't have much time or energy to do anything else. She spends most of her free time planning her wedding and trying to find the perfect videographer.
- Values: Sarah values family, love, and happiness. She believes that everyone deserves to have a beautiful wedding day.
- Outside forces: Sarah feels like the cost of weddings is getting out of control and that she is not sure how she is going to be able to afford the wedding she wants.

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

If Sarah could wave a magic wand at her life and fix everything, her life would look like this:

- She would have a beautiful wedding that was captured perfectly on video.
- She would be surrounded by her loved ones on her wedding day.
- She would feel confident and beautiful on her wedding day.
- She would be able to look back on her wedding day with joy and happiness.
- She would be able to share her wedding video with her children and grandchildren one day.
- What enjoyable new experiences would they have?

Sarah would have many enjoyable new experiences on her wedding day. She would get to spend time with her loved ones, celebrate her love with her partner, and create memories that would last a lifetime.

- How would others perceive them in a positive light?

Others would perceive Sarah in a positive light on her wedding day. They would see her as a beautiful, happy, and confident woman who is starting a new chapter in her life.

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

Sarah would feel amazing if she made the change to have a beautiful wedding. She would feel confident, happy, and loved. She would be proud of herself for making her dream come true.

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

Sarah would use words like "beautiful," "perfect," "magical," and "memorable" to describe her dream outcome.

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Roadblocks:

- The high cost of wedding videography.

- The lack of availability of affordable wedding videographers.
- The difficulty of finding a videographer who is a good fit for their style and budget.
What is keeping them from living their dream state today?

The main roadblock that is keeping Sarah from living her dream state today is the high cost of wedding videography. She is worried that she will not be able to afford a videographer who can capture her wedding day perfectly.

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

Sarah is making the mistake of not doing her research on wedding videography prices. She is also making the mistake of not considering all of her options, such as hiring a student videographer or getting a discount for booking early.

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

Sarah does not understand the different types of wedding videography packages that are available. She also does not know how to negotiate with wedding videographers to get a better price.

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

The one key roadblock that will allow Sarah to move forward toward her dream outcome is finding an affordable wedding videographer who can capture her wedding day perfectly.

Solution:

- An affordable wedding videography service that offers high-quality videos.
- Is available in the United States.
- has a variety of styles to choose from, so you can find a videographer who is a good fit for your wedding.

Product:

- Odyssey Film & Photo offers a variety of wedding videography packages to fit your budget.

- All of Odyssey Film & Photo's packages include high-quality video, digital copies of the video, and a print release.
- Odyssey Film & Photo also offers a variety of add-on services, such as engagement videos, wedding day albums, and wedding videography.

How the product helps the avatar implement the Solution:

- Odyssey Film & Photo can help Sarah overcome the roadblock of high cost by offering affordable wedding videography packages.
- Odyssey Film & Photo can help Sarah overcome the roadblock of lack of availability by being available in the United States.
- Odyssey Film & Photo can help Sarah overcome the roadblock of difficulty finding a videographer by offering a variety of styles to choose from.

How the product helps the reader increase their chances of success:

- Odyssey Film & Photo has a team of experienced and talented videographers who will work hard to capture the perfect moments of your wedding day.
- Odyssey Film & Photo offers a variety of packages to fit your budget, so you can find one that is right for you.
- Odyssey Film & Photo has a good reputation and will deliver results

How does the product help the reader get the result faster?

Odyssey Film & Photo can help Sarah get the result she wants faster by offering affordable wedding videography packages. Odyssey Film & Photo also has a quick turnaround time, so Sarah can get her wedding video in a timely manner.

- How does the product help the reader get the result with less effort or sacrifice?

Odyssey Film & Photo can help Sarah get the result she wants with less effort or sacrifice by offering a variety of packages to choose from. Sarah can choose a package that fits her budget and her needs.

- What makes the product fun?

Odyssey Film & Photo can make the process of finding a wedding videographer fun by offering a free consultation. Sarah can meet with a videographer and discuss her needs and budget. The videographer can then create a custom package for Sarah.

- What does your target market like about related products?

Sarah's target market likes related products that are affordable. Couples like products that are affordable, that offer a variety of styles, and that have a good reputation.

- They also like products that are easy to use and that offer a satisfaction guarantee.
- What does your target market hate about related products?
 - Couples hate products that are overpriced, that don't offer a variety of styles, or that have a bad reputation.
 - They also hate products that are difficult to use or that don't offer a satisfaction guarantee.

Testimonials:

Jake did my wedding photography and videography. He and his team are amazing! So friendly and made my husband and I so comfortable to be ourselves. Which made for some stunning photos!! Highly recommend!!

Jake did our wedding photos and they all turned out amazing. From the very beginning he was very transparent, professional and communicative. He knows what he is doing and we let him do his thing for our wedding! I was on the fence about even doing wedding photography, but I am so happy we ended up working with Jake. He is the hype man you need on your wedding day. Thank you, Jake!

Jake is absolutely amazing. I found him via TikTok and his videos really caught my attention. I then went on his IG to see more of his work and that's when I knew I wanted to speak with him for our wedding photography and video. Jake was so welcoming and such a sweetheart from the very beginning. He is very flexible, has great communication, very professional, very funny and has an amazing attention to detail. With the package we selected, we had an engagement session, which was the first time we met in person and although I was very nervous, he made it so interactive and comfortable. We had such an amazing time and the pictures, OMG, the pictures and videos of everything from engagement to the wedding, were simply beautiful and definitely exceeded our expectations. From the initial conversation where he listened to our vision so closely and then to see his work come to life in both photo and film, left us speechless. Jake is someone who is authentic and truly has a passion for what he does. We now have beautiful memories for the rest of our tomorrows. We will definitely work with Jake in the future and would recommend him to anyone

Instagram Caption 1:

Your wedding photographer's job is not to ONLY take photos...

Your wedding photographer is responsible for all the heart-felt memories you hold dear.

With every single photo, a special piece of history gets saved for you to look back on 20 years down the line and smile as the rush of nostalgia floods all over your body.

Each photo is another memory to tap into, full of joy, wonder, and happiness.

So if you're looking for a photographer to document your love story in an unforgettable way, book a call with me and cement your wedding memories for generations to come.

(link to book a consultation)

Instagram Caption 2:

Your love doesn't deserve to be stuck within a box of restrictions and uncertainty...

Your wedding is a once-in-a-lifetime event that should be one of the happiest days of your life.

Not going all out would be like letting all the memories of your love go into a deep, shallow pit of despair.

So instead of limiting your wedding to one or two ideas, book a call with me and get all sorts of creative ideas that will make your wedding an unforgettable experience.

(link to book a consultation)

Instagram Caption 3:

There's one trait that your wedding photographer must have if you want stunning wedding photos to look back on...

And it has nothing to do with how expensive your photographer is.

It all has to do with the amount of trust and confidence you have in your photographer.

If your wedding photographer allows you to be free, to truly be yourself with no strings attached, your photos will scream of life and a genuine feeling of euphoria.

So click the link below if you want a magical wedding that neither you nor your loved ones will ever forget.

Link to book a consultation)

