

Target Market:

The target market for this product is aspiring copywriters or struggling copywriters, particularly those who are just entering the copywriting field.

Avatar:

Name: Mark



Age: 23

Background: Mark grew up in Brooklyn and attended school throughout his life. He graduated in the middle of his class and then went to college for marketing for two years. In his spare time, he works at a local bar where he interacts with various people.

Day-in-the-life: Mark wakes up, gets ready, and heads to class. He doesn't pay much attention during class as he is more focused on his job. After class, he checks emails, reads newsletters, and scrolls through YouTube. He goes to his next class and then heads to his job as a bartender, where he listens to people talk about relationships and failed business ideas.

Values: Mark believes that money is not the answer to happiness, but it does play a significant role. He prefers working smarter rather than harder and is not interested in jobs that don't provide good income or help him sustain his livelihood.

Outside forces: Mark's life is influenced by his cellular device, which connects him to various social media platforms and online distractions. His boss also affects his life by making him work late hours for minimal extra pay.

Current State:

Pain points: Mark feels that his market is saturated with competitors, leading to fear of missing his chance to enter a good writing market. He also finds it frustrating that AI is becoming mainstream and fears it will replace copywriters. He worries about being stuck working in a bar and if his career path is too competitive. Others perceive him as lazy and believe his job will soon be taken over by robots. Mark lacks the freedom he desires and feels constrained by his socio-economic background.

Words used to describe frustrations: Saturated market, overly competitive, outsourced to robots, too competitive on niches.

Dream State:

Ideal life: Mark's ideal life includes having his niche to work with, making good money, and being able to travel the world freely. He wants to be free from the constraints of a 9-to-5 job.

Enjoyable experiences: Mark envisions various experiences around the world and the freedom to choose where and when he works.

Positive perception: Mark wants to be sought after by people looking to start a company and be seen as a successful writer among a sea of competition.

Self-perception: Mark would feel accomplished, fulfilled, content, and free.

Words used to describe dream outcome: Optimal, free, well-renowned, highly recommended, highly commendable.

Roadblocks:

Obstacles: Mark's slow pace of life, lack of a go-getter attitude, and constant demands from his workplace hinder his progress. He needs to prioritize living in the moment and avoid distractions.

Mistakes: Mark is not fully aware of the competitive nature of his environment and the need to work hard and smart simultaneously.

Key roadblock: Becoming more competitive and treating his job as a fight, or avoiding destination fixation and focusing on living and learning in the present moment.

Solution:

To overcome the key roadblock, Mark needs to try harder to avoid distractions and become a more competitive writer.

"If Mark purchases a writing course, he will have the freedom to work wherever and whenever he desires."

Product:

The product helps Mark implement the solution by providing secrets and techniques used by successful writers.

It increases his chances of success by revealing proper mindsets and techniques that make him stand out in competitive markets.

The product helps Mark achieve results faster by teaching him what he's already studying but in a more efficient manner, allowing him to start implementing sooner. It reduces effort and sacrifice by providing proven concepts from a successful writer, saving Mark time and enabling him to learn from an experienced source.

The product is fun due to