

Market Research

Who exactly are we talking to?

- Men or Women?

- Primarily Women

- Approximate Age range?

- 25-45 years old

- Occupation?

- Event planners, working professionals, brides-to-be, mothers planning events, business owners

- Income level?

- Middle to upper-middle class (\$50,000 - \$150,000 annual income)

- Geographical location?

- Washington area and surrounding regions
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Painful Current State

- What are they afraid of?

- They fear their event will be poorly planned, stressful, and ultimately a disappointment.

- What are they angry about? Who are they angry at?

- They are angry at the complexity and time-consuming nature of event planning, often feeling unsupported by vendors and service providers.

- What are their top daily frustrations?

- Managing multiple vendors, keeping track of details, staying within budget, and finding time to plan amidst their busy schedules.

- What are they embarrassed about?

- They are embarrassed by the possibility of their event not meeting expectations and letting down their guests.

- How does dealing with their problems make them feel about themselves?

- They feel overwhelmed, stressed, and inadequate when they can't juggle all the event planning details.

- What do other people in their world think about them as a result of these problems?

- Others might think they are not capable of managing large responsibilities or creating memorable experiences.

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

- "I'm exhausted from trying to coordinate everything for this event. It feels like no matter how much I plan, something always goes wrong, and I'm just not able to enjoy it."
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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?

- Their event would be seamlessly organized, beautiful, and stress-free, allowing them to enjoy the moment fully with their loved ones.

- Who do they want to impress?

- Family, friends, colleagues, and themselves.

- How would they feel about themselves if they were living in their dream state?

- They would feel accomplished, proud, and relaxed, knowing they successfully hosted a memorable event.

- What do they secretly desire most?

- To be able to fully participate in and enjoy their special occasion without the burden of planning details.

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

- "I just want everything to be perfect without me having to stress over every detail. I want to look back and remember how happy everyone was, including me."
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Values and Beliefs

- What do they currently believe is true about themselves and the problems they face?

- They believe they are capable but lack the time and expertise to handle everything on their own.

- Who do they blame for their current problems and frustrations?

- They blame the lack of reliable and comprehensive support from event service providers.

- Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- Yes, they have tried to plan events on their own or with minimal support and failed due to lack of time, resources, and professional help.

- How do they evaluate and decide if a solution is going to work or not?

- They look for proven experience, positive testimonials, comprehensive service offerings, and a personal connection with the event planners.

- What figures or brands in the space do they respect and why?

- They respect brands known for high-quality service, reliability, and attention to detail, such as The Knot, Eventbrite, and local highly-rated event venues.

- What character traits do they value in themselves and others?

- Organization, reliability, creativity, attention to detail, and empathy.
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What kind of people are we talking to?

- What character traits do they despise in themselves and others?

- Disorganization, unreliability, lack of empathy, and unprofessionalism.

- What trends in the market are they aware of? What do they think about these trends?

- They are aware of trends such as personalized event experiences, sustainable and eco-friendly events, and the use of technology for seamless planning. They view these trends positively and look for providers who can incorporate them.

AVATAR

Name: Julia Martinez

Demographics:

- **Gender:** Female
- **Age:** 32
- **Marital Status:** Engaged
- **Occupation:** Marketing Manager
- **Income Level:** \$75,000 annually
- **Location:** Washington area

Background:

- Julia is a professional who works in a busy corporate environment.
- She is highly organized at work but finds personal event planning overwhelming due to her busy schedule.
- She has a close-knit family and a large circle of friends, and she values creating memorable experiences for them.
- She is planning her wedding and is feeling the pressure to make it perfect.

Pain Points:

- Julia fears her wedding will be poorly organized and stressful, resulting in a disappointing experience for herself and her guests.
- She is frustrated with the complexity and time-consuming nature of planning such a significant event.
- She is embarrassed by the possibility of not meeting expectations and letting down her family and friends.
- Dealing with these problems makes her feel inadequate and overwhelmed.
- She feels judged by others who might think she's not capable of managing large responsibilities.

Goals and Dreams:

- Julia wants a beautiful, seamless, and stress-free wedding where she can enjoy every moment without worrying about the details.

- She desires to impress her family, friends, and herself with a perfectly organized and memorable event.
- Living in her dream state, she would feel accomplished, proud, and relaxed.
- She secretly desires to be fully present and enjoy her special day without the burden of planning.

Values and Beliefs:

- Julia believes she is capable but acknowledges she needs professional help to manage such a significant event.
- She blames the lack of comprehensive support from service providers for her current frustrations.
- She has tried to plan events in the past but failed due to insufficient resources and professional assistance.
- She evaluates solutions based on proven experience, positive testimonials, and a personal connection with the planners.
- Julia respects brands known for high-quality service, reliability, and attention to detail, such as The Knot and Eventbrite.
- She values organization, reliability, creativity, attention to detail, and empathy.

Personality Traits:

- Julia is organized, diligent, and caring.
- She despises disorganization, unreliability, and unprofessionalism in herself and others.
- She is aware of trends like personalized event experiences, sustainable events, and the use of technology in planning, and she views these trends positively.

Channels and Influences:

- Julia frequently reads reviews on Yelp and Google Business/Maps.
- She watches “my journey” type videos and reads comments on YouTube.
- She follows event-planning groups and influencers on Facebook and Instagram.
- She participates in discussions on Reddit and other forums related to event planning.

A Day in the Life of Julia Martinez

Morning: The Juggling Act

****6:30 AM****

Julia wakes up, checks her phone for new emails, and feels a wave of anxiety as she sees her wedding to-do list growing. She quickly gets ready and heads to work, sipping her coffee and mentally organizing her tasks for the day.

Mid-Morning: The Professional Hustle

****9:00 AM****

At the office, Julia dives into back-to-back meetings, but her mind keeps drifting to the countless wedding details she needs to finalize. She sneaks in a quick call to the florist during a break, only to find out there's a scheduling conflict.

Afternoon: The Balancing Act

****12:30 PM****

During lunch, Julia browses through wedding planning websites, feeling both inspired and overwhelmed by the endless options. She sends a few urgent emails to vendors, hoping to resolve issues before the end of the day.

Evening: The Overwhelm

****6:00 PM****

After a long day at work, Julia returns home to her fiancé, Mark. They prepare dinner together, but the stress of wedding planning lingers in her mind. She shares her concerns with Mark, feeling the pressure to make everything perfect.

Night: The Dream of Relief

****10:00 PM****

Exhausted, Julia finally shuts down her laptop and gets ready for bed. She dreams of a stress-free wedding day, where every detail is taken care of and she can fully enjoy the moment. As she drifts off, she wishes for a better way to handle all the planning.

Landing Page (Apologies for the terrible formatting, I already made it in clickfunnels and I just copied and pasted the text).

Stage of the funnel: 2

Social Media Ads > **Landing Page** > Sign Up Form > Email Sequence > Event

SIGN UP FOR THE FREE GRAND OPENING ON JUNE 30th 2024 12PM-5PM AND RECEIVE A FREE DISCOUNT

**Unlock the Secret to Stress-Free,
Unforgettable Events – Discover How Julia
and Maria Transformed Their Special Days
with Ease**

13DAYS 14HOURS:44MINUTES:01SECONDS

DEADLINE JUNE 29th 11:30PM

“EVERYONE NEEDS MEMORIES IN THEIR
LIFE.

WANT TO MAKE YOURS THE BEST?”

(VSL)

CHERISH YOUR SPECIAL OCCASIONS

You Only Get One Wedding, One Quinceañera, A Few Birthdays, And Anniversaries.

**Do You Want To Make The Most Out Of These Moments Or
Simply Let Them Pass By?**

Imagine waking up on your wedding day, feeling the morning sun and hearing your favorite song. You sip your coffee, knowing every detail has been taken care of, allowing you to enjoy every moment.

"THE LARGE SUM OF PEOPLE COLLECTED
THEMSELVES AROUND HER, CHEERING
AND ROARING –AMPLIFYING HER
PRESENCE IN THE MOMENT."

Since ancient times, people have cherished the idea of
having an occasion you preserve for the rest of your life,
share with family, and that elevates your importance.

HOWEVER...

Planning them will turn your joy into stress. Your magical night into days of work.

*Picture Maria trying to plan her daughter Sofia's Quinceañera,
her heart racing as she juggles calls and contracts. The
overwhelming weight of endless choices and tight budgets.*

(CASE STUDY)

LET INDUSTRY PROFESSIONAL DO IT FOR
YOU.

Our Job Is To Do All The Heavy Lifting So You Can Focus On
Enjoying Your Special Moment.

What have we done so far?

HERE'S WHAT WE'VE DONE IN JUST THE
PAST FEW MONTHS...

(4 PREVIOUS EVENTS THAT HAVE BEEN HOSTED WITH
PICTURES, + CLIENT TESTIMONIALS).

*Feel the relief as you walk into our venue, greeted by the sight of
elegant decorations and the sound of soothing music. Our
coordinators welcome you with a smile, ensuring every detail is
perfect.*

WITH ONLY A FEW MONTHS OF BUSINESS,
WE EXPECT TO BE AMONG THE

HIGHEST-PERFORMING VENUES IN THE WASHINGTON AREA

WHICH IS WHY...

We would like to reward you for being early.

(FLYER FOR GRAND OPENING)

SIGN UP TO ATTEND OUR GRAND OPENING
FOR FREE AND GET A \$500-\$1000
DISCOUNT FOR THE NEXT TIME WE MAKE
YOUR VISION COME TRUE.

DEADLINE FOR SIGNUP IS JUNE 29th 11:30PM

[CLICK TO ATTEND NOW](#)

YOUR GOLDEN TICKET TO THE NEXT UNFORGETTABLE
MOMENT OF YOUR LIFE IS ONE CLICK AWAY.

Sign Up And Let Us Make Your Vision Come True Without The Stress.

OR

Let Life's Precious Moments Pass By.

YOU MIGHT BE THINKING...

"I don't have the time to show up"

And that's a completely valid concern! You'll be happy to know...

We planned on a Sunday afternoon to match up with as MANY schedules as possible.

AND

*Ask yourself - will you be any less busy if you try to plan your
next big occasion by yourself?*

"I couldn't afford to plan an event"

We understand how tight budgets can be. It's what we're here for!

*Attending this event is free and a large discount for your next planned event with us will
be provided (whenever that will be).*

Our purpose is to give you all the amenities, elegance, and luxuries needed to make
your vision real while lifting the stress AND catering to your budget.

Ready to make it happen?

START CREATING MY VISIONS NOW