

Analysis On Prospect

Target Market

The target market for James Wedmore's training programs consists of individuals looking to build and scale their online businesses. Among this target market, the ideal customer who can benefit the most from the product is an accountant who desires to transition from their traditional accounting job to running their own successful online business. The best current customers with the highest customer lifetime value (LTV) are those who are committed to learning and implementing the strategies taught in the courses, willing to invest time and resources into their businesses, and have a strong desire for success.

These individuals share common attributes such as being detail-oriented, analytical, and having a background in finance or accounting. They are looking to leverage the power of online platforms to escape the limitations of their corporate accounting jobs and achieve financial independence and work-life balance.

Avatar

Name: Andrew

Age: 40

Face: A diligent, composed, and focused individual.

Background: Andrew has been working as an accountant for over 15 years. He has gained extensive experience in financial analysis, budgeting, and tax preparation while working for various accounting firms. However, Andrew has started feeling unfulfilled and constrained by the repetitive nature of his job and the limited growth opportunities.

Day-in-the-life: Andrew's typical day involves managing financial records, analyzing data, and preparing financial statements for clients. He spends long hours in front of a computer, often in a monotonous routine. Andrew researches and explores opportunities to start his own online accounting business in his spare time.

Values: Andrew values accuracy, reliability, and professionalism in his work. He despises inefficiency, stagnation, and being restricted by corporate policies.

Outside forces: Andrew feels influenced by his peers in the accounting industry, his family's expectations, and the evolving technological landscape that has impacted the accounting field.

Current State

Andrew's current state is characterized by frustration and a yearning for something more. He feels trapped in his corporate accounting job and desires more control over his professional life. Andrew is annoyed by the repetitive nature of his work and fears being stuck in a career that lacks growth and fulfillment. He lies awake at night worrying about the missed opportunities and the possibility of never realizing his full potential. Others perceive him as a capable and reliable accountant, but he lacks the status and recognition he desires. Andrew describes his current state as mundane, unchallenging, and unfulfilling.

Dream State

If Andrew could wave a magic wand and fix everything, he envisions himself as a successful online accounting entrepreneur. His dream state involves having a thriving online accounting business, serving various clients from different industries. He desires the freedom to work remotely, control his schedule, and have the flexibility to balance his professional and personal life. Andrew wants to be perceived as a knowledgeable and trusted advisor in the accounting industry, offering innovative solutions and building long-term relationships with his clients. In his dream state, he feels accomplished, empowered, and proud of his achievements.

Roadblocks

The critical roadblock keeping Andrew from living his dream state today is the lack of knowledge and experience in starting and scaling an online accounting business. He may be making mistakes in understanding effective online marketing strategies, attracting clients, and leveraging technology to streamline his business processes. Andrew is also uncertain about how to differentiate himself from competitors and navigate the challenges of transitioning from a corporate accounting job to running his own business.

Solution

To overcome his key roadblock, Andrew needs a comprehensive training program that provides step-by-step guidance on building and scaling an online accounting business. By investing in such a program, he can acquire the necessary knowledge, skills, and strategies to succeed as an online accounting entrepreneur.

Product

James Wedmore's training program, Business By Design, offers the perfect solution for Andrew. This program is designed to help individuals like Andrew implement the necessary steps to build and scale their online businesses successfully. Andrew will gain access to knowledge, proven strategies, and a supportive community of like-minded entrepreneurs by enrolling in Business By Design.

The program addresses Andrew's needs as an accountant transitioning to an online business. It covers topics such as creating an online presence, marketing strategies tailored to the accounting industry, client acquisition, and leveraging technology to streamline accounting processes. Through the program's comprehensive modules, Andrew will learn the fundamentals of online marketing, effective client communication, and how to differentiate his services in a crowded marketplace.

Business By Design also emphasizes the importance of community support and engagement. Andrew will have the opportunity to connect with other accountants and entrepreneurs going through similar journeys. The program offers mentorship, coaching, and a network of individuals who can provide guidance and accountability.

The Welcome Sequence

E-Mail Number 1; Welcome

SL: The First Step Toward Financial Freedom!

Dear [Subscriber's Name],

I welcome you to James Wedmore Training. I'm James, your guide on making a passion pay well.

I understand the challenges you've been facing, and I want you to know that you're not alone.

We focus on helping businesses start and grow wherever you are in your journey.

I'm here to help create a life that pays and satisfies you.

Stay tuned for our next e-mail, where I'll share a story from someone in a similar position to you.

You will find yourself in the words of another. It's a story you would love to tell, and with us by your side, you will.

Warmest regards,

James Wedmore

E-Mail 2; H-S-O

SL: A Story Worth Hearing; From Someone Who Was Like You.

Here is the story of someone with the same aspirations as you:

"I was trapped in the corporate world as an accountant, feeling stuck and unfulfilled.

Endless spreadsheets, monotonous routines, and limited growth opportunities were the norm.

I wanted a life where I could break free from the daily grind and build a business aligned with my passions.

Every day, I felt the weight of unfulfilled potential and the frustration of knowing that there had to be more to life than what I was experiencing.

The fear of staying in the same place kept me awake at night, wondering if I would ever find a way to create a life of true freedom.

But then, a turning point came into my life, and I discovered a solution that completely transformed my perspective.

I travel all the time and can work anywhere. I control my schedule and am my own boss. But, most importantly, I have time and freedom.

I never realized how little of both I had for my family, the more important thing than a job.

This change benefitted not only me but my family and even friends."

Are You Serious About Writing YOUR Story? [Tick, Tock, Tick, Tock, Tick...](#)

E-Mail 3; D-I-C (Pure Value)

SL: Here Is One Issue You Aren't Taking Seriously.

Hey [Subscriber's Name],

Today, I want to address a roadblock holding you back from starting or growing your business. This E-Mail is broad but applicable to anyone.

One critical factor is having the right strategies in place.

Many often struggle with scattered tactics and overwhelming amounts of information. This results in frustration and stagnation.

So, here's the TRUTH:

Relying on scattered tactics without a cohesive strategy can hinder your progress.

It's like trying to build a house without a blueprint - you'll end up with a shaky foundation and a structure bound to collapse.

And here's the SOLUTION:

You must shift your focus from scattered tactics to implementing a cohesive and effective strategy.

Also, avoid jumping from one tactic to another and pause to reevaluate their approach.

By clarifying your goals and aligning them with the right strategies, you can make informed decisions and move forward confidently.

There Are 15 Principles For Selling Anything Online. [Find Them Here.](#)

E-Mail 4; D-I-C (Sales-Page-Directed)

SL: Take Action Today - Your Future Changes Here!

Hey [Subscriber's Name],

In our last email, we delved into powerful strategies for overcoming a common hazard, and now it is time to take action!

If you're ready to unlock your full potential, I have an important message.

It's time to visit our website and discover the solution to propel you toward your goals.

You'll find all the information you need to make an informed decision on the sales page.

Learn how our program has helped countless individuals like you break free from limitations and achieve incredible success.

Would you be happy with this life when the time comes to leave it? Not trying to be dark, but death isn't always apparent.

A brain hemorrhage can happen anytime, or a bus can hit you.

"Any opportunity given should be taken seriously".

It's staring at you; will you take it?

[*If You Are Truly, Genuinely Serious, YOU WILL ACT NOW.*](#)

E-Mail 5; P-A-S (To Get The Rest To Sing up/Buy)

SL: Will You Miss Another Chance, [Name]?

Hey [Subscriber's Name],

By now, you've had a chance to explore our sales page but didn't. I understand that making an important decision can be daunting.

You *want* to take action but may be scared, not confident, or have second thoughts. But still, let's play a short movie in our minds:

Imagine waking up daily with purpose and excitement, knowing you're creating a life that aligns with your deepest desires.

Where instead of running from work, you run to it.

You have everything in the world; no one tells you what to do. Does time, freedom, and money sound that bad?

Picture the joy, freedom, and sense of accomplishment you'll feel when you reach it.

Our program provides the tools, strategies, and support to make that dream a reality.

We've helped countless individuals like yourself break free from limitations, achieve financial abundance, and experience true fulfillment.

Now it's your turn.

The worst thing that can happen is you don't become a millionaire in a week, but at least you know to get there.

You Can Try It On Your Own, Or We Can Help You. [Which One, \[Name\]?](#)