Target Market

- What kind of person is going to get the most out of this product?

   Smokers and alcoholics

- Who are the best current customers, with the highest LTV?
- What attributes do they have in common?

   Insomnia, smoking, alcoholism

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Tara Scarborough, 48

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

  I'm a recovering alcoholic and one thing that really helped me achieve sobriety was sparkling CBD water.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

  6:00am -Wakes up feeling groggy and hungover. Rushes through their morning routine, skipping breakfast, and head out the door to go to work.

  7:30am - Arrives at work, feeling irritable and anxious. Struggles to focus on their tasks and interact with colleagues, who seem moody and distant

  12:00pm - Takes a break for lunch, but instead of eating, she sneaks a drink from a flash they keep in their bag. She feels a brief sense of relief and calm, but it quickly fades away.

  3:00pm- Starts to feel anxious and agitated again. Checks the time obsessively, feeling like the day is dragging on forever.

  5:00pm - Leaves work and heads straight to the liquor store. Buys a bottle of alcohol and drinks it quickly and feels a sense of relief and relaxation.

  7:00pm - Realizes they have forgotten to eat dinner. Feels too drunk and unmotivated to cook, so she order a takeout instead.

  10:30pm - She goes to bed feeling exhausted and ashamed. She vows to stop drinking, but she knows that they will struggle to keep that promise in the morning.

- **Values.** What do they believe is most important? What do they despise?

Beliefs:

She believes that alcohol is the only way to cope with their stress.

She prioritizes her own immediate needs and desires over the needs of others

Dislikes:

She despises feeling out of control or unable to manage her feelings and emotions

She despises feeling judged and or stigmatized by others for her addiction

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

   Her boss, her partner, her parents, her siblings, her relatives, her co-workers.

Current State

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

   I have a deeply uncomfortable body anxiety

- What annoys them?

   The anxiety and insomnia

- What do they fear?
- What do they lie awake at night worrying about?

   I was very alert all night and unable to sleep.I can feel my heartbeat through my whole body.

   Took before bed. Just 1/4 cup and gave me wicked nightmares

- How do other people perceive them?

   Other people may view the individual with frustration or anger, seeing their behavior as irresponsible or selfish. They may perceive the individual as unreliable, unpredictable, or

untrustworthy, particularly if their addiction has caused them to miss appointments, neglect responsibilities, or behave inappropriately in social situations.

- What lack of status do they feel?

  Lack of confidence

- What words do THEY use to describe their pains and frustrations?

  Agitated,Restless,Impatient,Impulsive,Unreliable

Dream State

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

  I'm trying to live a healthier lifestyle

- What enjoyable new experiences would they have?

  Joining a support group, trying new hobbies and activities, exploring new social opportunities

- How would others perceive them in a positive light?

  Acknowledging their efforts to seek help, recognizing their strengths and positive qualities, offering support and encouragement

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

  Proudful of themselves as they have overcame their key roadblock, who does not allow them to to move forward

  What words do THEY use to describe their dream outcome?

  Their daydream

Roadblocks

- What is keeping them from living their dream state today?

I was dependent on alcohol, so I developed mental health disorders and depression.

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

  I keep drinking wine, when we have dinner out.

- What part of the obstacle does the avatar not understand or know about?
- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

  If a dependent on alcohol individual wants to move forward towards their dream goal, the key roadblock they may need to overcome is a lack of access to support and resources that can help them manage their addiction

Solution

- What does the avatar need to do to overcome the key roadblock?

  All you have to do is drink 1 or 2 cans per day, in a matter of a week or two, you will stop the alcohol and cigarettes.

- "If they <insert solution>, then they will be able to <insert dream outcome>"

Product

- How does the product help the avatar implement the Solution?

  100% recommend if you are looking for a healthier alternative to dealing with anxiety and abstaining from alcohol.

- How does the product help the reader increase their

chances of success?

They don't have many calories.

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

I've been drinking Recess Mood for 2 weeks and with the help of them I can't stand alcohol no more.

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

All you have to do is drink 1 or 2 cans per day, in a matter of a week or two, you will stop the alcohol and cigarettes.

- What makes the product fun?

Not overbearing and fun alternative to alcohol

- What does your target market like about related products?

They are a bit pricey but tasted good!

These drinks are a game-changer

- What does your target market hate about related products?

They are pretty expensive.

Lacked the primary ingredient it had advertised