

# Analysis

## Target Market

The target market for the business is likely to be individuals seeking guidance and support in their professional lives, particularly women who want to gain confidence, time, and financial freedom to live the life of their dreams.

These individuals may be entrepreneurs, professionals, or those looking to change careers.

Their ambitions drive them, and they strongly desire personal growth. Furthermore, they are willing to invest in themselves and their development to achieve their goals.

# **Avatar**

**Name:** Sarah

**Age:** 35

**Face:** Sarah has warm brown eyes, a friendly smile, and shoulder-length wavy brown hair.

## **Background**

Sarah grew up in a middle-class family and has always been driven by her ambitions. She pursued a degree in marketing and has built a successful career in the field.

However, throughout her journey, she has struggled with self-confidence and finding a healthy work-life balance. Sarah's upbringing instilled in her the values of hard work, perseverance, and personal growth.

## **Day-in-the-life**

On average, Sarah wakes up early and starts her day with coffee. She heads to her marketing job, facing various challenges, including managing projects, attending meetings, and meeting deadlines.

Sarah often takes on additional responsibilities to prove herself and advance her career.

After work, she occasionally attends networking events to expand her professional connections. In the evenings, she spends quality time with her family, cherishing those moments of connection and support.

## **Values**

Sarah deeply values personal growth, financial stability, and meaningful relationships. She believes in the importance of continuous learning and self-improvement.

Sarah despises self-doubt, indecisiveness, and a lack of ambition.

## **Outside forces**

Sarah feels influenced by her peers, social media, and societal expectations of success.

She is aware of trends in personal growth, entrepreneurship, and work-life balance and sees these trends as opportunities for her development.

## **Current State**

Sarah's current life is marked by various challenges and frustrations that hinder her from reaching her full potential.

One of the most painful aspects of her current state is her lack of self-confidence, a constant barrier holding her back from pursuing new opportunities and taking risks.

Sarah feels frustrated and annoyed with herself for being unable to overcome this hurdle and fears it may limit her chances of success.

Sarah often lies awake, worrying about her financial future and whether she is living up to her potential.

She experiences a sense of restlessness and insecurity, questioning her abilities and uncertainty about her life path. Despite her external accomplishments, she feels a lack of recognition and status.

She longs for others to perceive her as capable and successful, but she believes they may not fully understand her internal struggles.

When describing her pains and frustrations, Sarah uses words such as "stuck," "overwhelmed," and "insecure." She feels trapped in a cycle of self-doubt and fears that she is not progressing towards her goals.

Sarah's lack of self-confidence and fear of failure contribute to stagnation, preventing her from fully embracing her potential and achieving her desired fulfillment.

Understanding Sarah's current state allows the business and confidence mentor to empathize with her challenges and tailor their messaging and solutions accordingly.

By addressing her pain points, acknowledging her frustrations, and providing guidance to overcome her obstacles, the mentor can offer Sarah the support she needs to break free from her current limitations and embark on a transformative journey toward confidence and success.

## **Dream State**

If Sarah could wave a magic wand and fix everything in her life, her life would be a vibrant reflection of her deepest desires and aspirations.

In this dream state, Sarah envisions a financially rewarding career aligned with her passions and values.

She imagines waking up each morning excited and motivated to pursue meaningful work that brings her joy and fulfillment.

In Sarah's dream state, she would have the freedom and resources to embark on enjoyable new experiences that enrich her life.

She envisions exploring different cultures, traveling to breathtaking destinations, and participating in personal development workshops that broaden her horizons and inspire personal growth.

These experiences fuel her creativity and allow her to gain new perspectives on life.

Sarah hopes that others will perceive her positively in her dream state. She desires to be seen as a confident, booming, and inspiring individual who has overcome her self-doubt and limitations.

She envisions earning the admiration and respect of her peers, who recognize her achievements and applaud her determination and unwavering commitment to personal growth.

Sarah would feel a profound sense of fulfillment, empowerment, and inner harmony if she made the necessary changes to achieve her dream state.

She would be proud of herself for overcoming her fears and taking bold steps toward her goals.

With increased self-confidence, she would embrace her worthiness and a newfound sense of self-belief.

Sarah would describe her dream outcome as feeling "radiant," "accomplished," and "at peace" with herself and her life's journey.

## Roadblocks

In the avatar's current state, several obstacles hinder them from living their dream state and achieving their desired outcomes.

One major roadblock is their lack of self-confidence and overwhelming fear of failure.

These internal barriers prevent them from taking risks, pursuing new opportunities, and ultimately reaching their goals.

One of the mistakes the avatar may be making is not seeking guidance and support to overcome their obstacles.

They limit their growth and progress by trying to navigate their challenges alone.

They may underestimate the value of mentorship and personal development in their journey toward success.

Furthermore, there may be a lack of understanding or awareness about the specific strategies and resources available to them.

The avatar might not fully grasp the significance of investing in their personal growth and development to overcome their roadblocks effectively.

In this case, the critical roadblock is developing self-confidence and overcoming the fear of failure.

By building self-confidence and adopting a growth mindset, the avatar can gain the necessary belief to take action, embrace new opportunities, and make significant strides toward their desired future.



## **Solution**

Investing in personal growth and seeking guidance from a business and confidence mentor can provide the support and tools she needs to unlock her potential.

The mentor can help Sarah develop self-worth and overcome her fear of failure through personalized coaching, guidance, and support.

The mentor will work closely with Sarah to identify her strengths and weaknesses, set realistic and achievable goals, and create a strategic action plan to overcome her obstacles.

By sharing their expertise, experience, and proven strategies, the mentor will enable Sarah to navigate her professional journey with greater clarity and ease.

The mentor will foster a supportive community where Sarah can connect with like-minded individuals, learn from their experiences, and celebrate her successes.

Through this transformative mentorship, Sarah will gain the confidence, resilience, and mindset necessary to thrive in her career and personal life.

By acknowledging her current state, envisioning her dream state, and offering a tailored solution, Sarah can embark on a journey of self-discovery, growth, and empowerment.

The mentorship will provide Sarah with the guidance and support needed to unlock her full potential and live a life filled with confidence, success, and fulfillment.

## Product

The business and confidence mentor helps Sarah implement the solution by providing personalized coaching, guidance, and support.

Through one-on-one sessions and tailored advice, the mentor helps Sarah increase her chances of success by identifying her strengths and weaknesses, setting achievable goals, and developing a plan to overcome her obstacles.

The mentor also shares their expertise, experience, and proven strategies, enabling Sarah to achieve her desired results faster and with less effort.

The mentor creates an enjoyable and engaging learning experience, facilitating connections with like-minded individuals and offering opportunities to learn from their experiences.

The target market appreciates the mentor's ability to empathize with their struggles, provide actionable advice, and celebrate their successes.

By delving deeper into the analysis, we understand the target market, their pain points, aspirations, and the role of the business and confidence mentor in addressing their needs.

This deeper level of understanding allows for creating more impactful and persuasive copy that resonates with the target audience, ultimately driving conversions and achieving marketing objectives.

# **Words, Phrases, Feelings, and Terminology from Avatar**

## **Words**

Stuck, fear of failure, self-doubt, ambition, aspirations, balance, success, achievement, fulfillment, empowerment, pride, mentorship, guidance, support, dreams, desires.

## **Phrases**

Fear of failure holding her back, struggling with self-doubt, seeking guidance and support, finding balance, longing for fulfillment, aspiring for success, achieving dreams, overcoming obstacles, and personal development.

## **Feelings**

Fear, doubt, ambition, longing, fulfillment, empowerment, pride.

## **Terminology**

Mentorship, personal development, fulfillment, success, dreams, self-doubt, fear of failure, guidance, support, aspirations, obstacles, balance.

## **READ THIS:**

### **THE COPY'S MAIN FOCUS.**

The central idea behind this piece of copy is to get Instagram traffic to one of this prospect's podcast episodes.

If you have any thoughts on how I can improve that transition, please disclose them.

# D-I-C Copy Instagram

**SL:** The TRUTH holding you back from growing in your industry.

What do you think is holding you back?

Is it fear, doubt, or lack of confidence?

Those problems are only one kind that hinders your growth.

The issues we often think are holding us back are all internal; “I feel that”, “I lack this knowledge”, or “I do not have the mindset.”

We understand these voids are actual and can contribute to slow or no growth in your profession.

But, the overwhelming majority forget to look *elsewhere*.

Maybe your ambient is making you lazy, sad, or angry.

These problems are the surroundings of your life.

You are still steering life, but it would be easier if you were healthier, had your room clean, and if your friends and family were supportive and uplifting.

There are a plethora of other roadblocks, more particular ones.

If you are reading this, they most likely apply to you and will free you from your barriers.

Do you want to know what those are? [Find out here.](#)