

Research Questions

Who is the Avatar?

Name: Tom

Age: 21

Financial Situation -

- Tom works a 9-5. Tom still lives with their parents. He pays partial rent He uses their car and sometimes eats their food. He does have money so he tries to not be a snake. He usually eats take out. Ocsually he buys his own groceries stuff like chicken, hamburger patties, hot dogs, basic foods anyone can cook. He goes to fast food a lot. He is saving his money for a basic car. (Honda Civic, Toyota Corolla, etc).

What are their worldview beliefs?

- He believes he should enjoy life and have fun
- He believes if he works hard he will achieve his dreams
- He believes there is more to life than just working a 9-5 and partying etc.
- He believes that he should be kind but not to kind
- He believes he has a responsibility to help his parents when the time comes

What does a day in their life look like?

- Wakes up gets ready and goes to work. He usually stops at a fast food place on the way to get some breakfast. He usually eats something mid-weight (burger, breakfast burrito, pancake platter, etc). He then goes and works. As he works he gets bored and tried to chop it up and have some laughs with his co workers. He has become good friends with some of them and ever hangs out some days outside of work. He tries to have fun while working. He dislikes working but pushes through so he can get some cash for rent and his wants such as hanging out with friends, eating out, games, clothes, etc. When he gets home he gets food and goes on a social media or plays games. Although lately he has been watching videos on how to start a business, but he feels discouraged because he belevies he dosen't have enough money to start one. He often imagines if he did have the money to start up and sometimes watches video on how to make more money. He gets discouraged by the amount of time and work it will all take so he dreams instead of taking action. He sleeps around 11 Pm. He sometimes chops it up with his parents. Other nights he hangs with his co workers at a bar.

What is their current situation and how do they feel about it?

- He lives a average basic life. He saves up like everybody else. He works a 9-5 like everybody else. He feels discouraged by this. He wants to be more than an average Joe,

but he feels like he doesn't have enough money to start. He feels isolated and stuck in a deep hole.

What are they frustrated by?

- Having to go to work.
- Not having enough money
- Not having more time to what he wants
- Not having nice things
- How repetitive and boring his days feel.
- Seeing other people his age doing better things and having better things.

How do others perceive them?

- Average Joe
- Basic
- NPC
- 9-5 loser
- Still living with his parents
- Not successful

How do they feel about themselves because of their problems?

- They feel pathetic. They don't feel like "the man". He fears living the rest of his life like this. He feels like something must change and must change soon. He is motivated to change by the pain. He feels sad at night knowing he will be tired in the morning but will still have to get up. He feels helpless but motivated to win.

What does their problem look like, feel like, and sound like?

- "I wish I had the money to start a business"
- "Sorry mom I didn't get paid yet so I can't pay rent today"
- "Mom can I borrow the car? I want to go out with my friends"
- Thinking at night about his life and that he needs to change
- Waking up sleep deprived wishing he could sleep in
- Imagining if he had the money to do X (start a business, buy a house, buy a car, etc)
- Feeling upset that he doesn't have enough of X (money, time, freedom) to do Y (shop, travel, have fun, etc)
- Feeling extremely tired in the morning and also tired of their repetitive schedule.
- Feeling like a loser. They have nothing to their name. They are 21 and live with their parents. They don't have a car.

What is their dream situation and how will they feel when they reach it?

- They dream to be wealthy. They dream to have financial freedom, time freedom, and location freedom. They want to be able to wake up when they want. They want to have flows of cash. They want a better and easier life. He wants to provide for his parents. He wants to help his loved ones. He doesn't want to work for someone else. He wants to run

the show. He will feel like “The Man” when he gets here. He will feel confident. He will feel successful. He will feel worthy. He will feel proud of his achievement. He will feel relieved he can live a better life. He will feel happy to have freedom and be able to give it to others.

How will others perceive them when they reach that point?

- They will be seen as rich, wealthy, cool, attractive, confident, 10/10, smart, successful, rare, uncommon, 1%, etc

How will they feel about themselves when they reach that point?

- He will feel like “The Man” when he gets here. He will feel confident. He will feel successful. He will feel worthy. He will feel proud of his achievement. He will feel relieved he can live a better life. He will feel happy to have freedom and be able to give it to others.

What is the part of the problem that is keeping them from their dream state?

- They don’t have enough money to start.

What’s stopping them from living their dream state today?

- They don’t have enough money to startup nor the knowledge.

What part of the problem don’t they know about?

- They’ll need a lot more than money to start and run a successful business.

What mistakes do they keep making that are keeping them from success?

- They don’t take action. They remain in the hole they are in and dream inside of it.

How does the solution solve that problem?

- It shows them how to get free money to start their business.

What is the “If... Then....” that will give them what they want?

- If they watch these videos they will learn to get money easily to fund their business.

How does the product help with that part of the solution?

- This product will help by providing a way to get funding to start their business.

***SL / First Line:** Struggling to get funding? Here's how to get funding instantly.

Body:

Instead of getting a business loan that will leave you in debt for the rest of your life. You should use the funding fast track.

Using this fast track, I was able to gain \$30k in funding! (With proof)

Securing funding made me more confident in my business's future potential.

It also increased my motivation to work harder to take advantage of this opportunity.

The only drawback was doing it for the first time. I failed many times when first trying this, which made it very worrying.

I became worried because if I didn't secure the funding, it would mean the end of my business.

Fortunately, I figured it out, and can now repeat the process with ease.

If you want a free step-by-step guide on how to get funding that will secure your business's future success.

Click the link below.

*Proof in the link below

Headline: Secure funding without stress

Description: Free guide