The four questions:

   1) **Who am I writing to? Who is my avatar?**

Established entrepreneurs who are desperate to find new and efficient ways to funnel their existing/new customer base to their products/services.

Avatar: Kevin Samuels. A 41 year old father of two children. Currently married. Is a local cuisine restaurant owner. Earns an income of $50,000 a year. And is living in Minnesota, USA.

   2) **Where are they now?** What are they thinking/feeling? Where are they inside my funnel? etc.

They are in the midst of making their new business a success, or growing their already established business. Some business owners face difficulty to market,and monetize their funnels, increase their conversion rate, diversify their product lineup, and/or have more than one CTA. They also keep trying to attract a diverse customer base, which is not necessarily great, as it prevents them from focusing their business to serve one set of audience, the audience that actually cares about their products.

   3) **What actions do I want them to take at the end of my copy?** Where do I want them to go?

I want them to purchase a unique funnel process package called 'conversion conversations', that can finally grant businesses the overnight success they dreamt of achieving. This process is a carefully constructed plan that uses the 'human touch', can be tailored to suit any kind of business, and once that is done, makes it nearly impossible to be replicated.

   4) **What must they experience inside of my copy to go from where they are now to taking the action I want them to take?** What are the steps that I need to guide them through to take them from where they are now to where I want them to go?

I want them to learn how to properly structure their funnels from the start to finish, and avoid using automation methods that are based on generic templates. Their funnels' essence is based on the 'human touch', therefore connecting their customers on an emotional level. I should remind them to always improve their funnel structure, and design it for long term application.

Reference:
   ● https://www.reddit.com/r/explainlikeimfive/comments/1086aiu/eli5_can_someone_explain_me_what_funnel_is_that/

MARKETING RESEARCH

1. **Who exactly are we talking to?**
   Established entrepreneurs who are desperate to find efficient ways to funnel their existing/new customer base to their products/services.

2. **What kind of people are we talking to?**

Avatar: Kevin Samuels. A 41 year old father of two children. Currently married. Is a local cuisine restaurant owner. Earns an income of $50,000 a year. And is living in Minnesota, USA.

Background and life history: Kevin was born to a lower middle-class family. He studied until high-school, then decided to work at a restaurant as a chef in order to hopefully open one of his own. After opening his first restaurant, business was mediocre. Not too high and not too low, just enough to get by. Kevin believes that the reason for his plateau is the difficulty to attract new customers. He wonders whether it's the quality of the food, the locality or maybe lack of innovative touch.

3. **Painful current state.**

   a. **What are they afraid of?**
   They are afraid of trying out new processes for fear of them being an expensive failure.

   b. **What are they angry about?**
   They are angry at all these new ventures being opened around them by younger entrepreneurs, who seem to understand and leverage the current market better than themselves.

   c. **What are their top daily frustrations?**
   Juggling between their private and work lives, mainly due to the financial constraints that prohibit them from, let's say, hiring more staff to offload some of their work. Simply put, they wish to work more *on* their business, rather than *in* their business.

   d. **What are they embarrassed about?**

They are embarrassed about their current lack of knowledge and experience accumulated in retrospect of their age.

      e. How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems?

It makes them feel a bit hopeless. They have tried many methods to attract more customers, from automated funnels, to ad investments, etc. But to their employees' eyes, they feel pity at their manager for trying their best.

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

It would go along something like this: "Man, it's been a few years since I started my restaurant and I haven't moved up since then. How come things are going great at your side? Am I missing something here?"

4. **Desirable Dream state?**

      a. 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?

They would first survey the neighborhood, then decide on a location and product that would attract customers of this demographic, instead of simply trying to offer what they think is great.

      b. Who do they want to impress?

Their families and peers.

      c. How would they feel about themselves if they were living in their dream state? - What do they secretly desire most?

They would feel content at their achievements,

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

"Me? Well, I have always wanted to open my own restaurant, since I have developed an interest in cooking ever since I started watching these celebrity chefs on TV. If I work hard enough, then maybe earning a Michelin star will not be that far off."

5. **Values and Beliefs/**

   a. **What do they currently believe is true about themselves and the problems they face?**

They believe that the customer is always right, and that if they want to differentiate themselves from the competition, then they have to offer something unique.

   b. **Who do they blame for their current problems and frustrations?**

The lack of trying, and the lack of persevering when trying.

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

They failed in the past, because the methods they tried to adopt were not tailored to work with their business.

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

Only after implementing then seeing the results. If their revenue stream is increasing, if customer satisfaction is more prominent, that is when businesses know that something is working this time.

   e. **What figures or brands in the space do they respect and why?**

In the restaurant world, they respect figures like Gordon Ramsey, Martin Yan, and Marco Pierre White. These figures always pushed the boundaries when it comes to cuisine marketing and evolution.

   f. **What character traits do they value in themselves and others?**