

Target Market:

- Men or Women: Women
- Approximate Age range: 25-35
- Occupation: Professional
- Income level: \$50,000 - \$100,000
- Geographical location: United States

Painful Current State:

- They are afraid of not being able to capture the perfect moments of their wedding day.
- They are angry at themselves for not being able to afford a more expensive videographer.
- Their top daily frustrations are dealing with the stress of planning a wedding and trying to find the perfect videographer within their budget.
- They are embarrassed about not being able to afford a more expensive videographer and feeling like they will not have the same quality of video as their friends who did.
- Dealing with these problems makes them feel stressed, anxious, and insecure.
- Other people in their world think they are not being responsible with their money and that they are not taking their wedding seriously.
- If they were to describe their problems and frustrations to a friend over dinner, they would say that they are feeling overwhelmed and that they are not sure how they are going to be able to afford a good videographer.

Desirable Dream State:

- If they could wave a magic wand at their life and change it immediately, they would have the perfect wedding day with stunning video to remember it by.
- They would feel confident and beautiful on their wedding day and they would know that they had captured the perfect moments.
- They would be able to impress their friends and family with their video.
- What do they secretly desire most?

Sarah secretly desires to have a beautiful wedding that she can look back on for the rest of her life. She wants to be able to share her special day with her loved ones and create memories that will last forever.

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

If Sarah were to describe her dreams and desires to a friend over dinner, she might say something like this:

"I've always dreamed of having a beautiful wedding. I want it to be a day that I'll never forget, and I want to be able to look back on it and smile. I want it to be a day that's full of love, laughter, and happiness. I want to be able to share my special day with my loved ones and create memories that will last forever."

Values and Beliefs:

- They value family, love, and happiness.
- They believe that everyone deserves to have a beautiful wedding day.
- They believe that hard work and determination can overcome any obstacle.
- They are willing to sacrifice to make their dreams come true.
- They respect people who are successful and ambitious.
- They value people who are kind and compassionate.

Avatar:

- Name: Sarah
- Age: 30
- Face: Pretty, with long brown hair and green eyes.
- Background: Sarah is a professional working in the corporate world. She has been engaged for a year and is planning her wedding for next summer. She is feeling stressed and overwhelmed about the planning process and is not sure how she is going to be able to afford a good videographer.
- Day-in-the-life: Sarah works long hours at her job. She comes home exhausted and doesn't have much time or energy to do anything else. She spends most of her free time planning her wedding and trying to find the perfect videographer.
- Values: Sarah values family, love, and happiness. She believes that everyone deserves to have a beautiful wedding day.
- Outside forces: Sarah feels like the cost of weddings is getting out of control and that she is not sure how she is going to be able to afford the wedding she wants.

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

If Sarah could wave a magic wand at her life and fix everything, her life would look like this:

- She would have a beautiful wedding that was captured perfectly on video.
- She would be surrounded by her loved ones on her wedding day.
- She would feel confident and beautiful on her wedding day.
- She would be able to look back on her wedding day with joy and happiness.
- She would be able to share her wedding video with her children and grandchildren one day.
- What enjoyable new experiences would they have?

Sarah would have many enjoyable new experiences on her wedding day. She would get to spend time with her loved ones, celebrate her love with her partner, and create memories that would last a lifetime.

- How would others perceive them in a positive light?

Others would perceive Sarah in a positive light on her wedding day. They would see her as a beautiful, happy, and confident woman who is starting a new chapter in her life.

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

Sarah would feel amazing if she made the change to have a beautiful wedding. She would feel confident, happy, and loved. She would be proud of herself for making her dream come true.

- What words do THEY use to describe their dream outcome?

Sarah would use words like "beautiful," "perfect," "magical," and "memorable" to describe her dream outcome.

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Roadblocks:

- The high cost of wedding videography.

- The lack of availability of affordable wedding videographers.
- The difficulty of finding a videographer who is a good fit for their style and budget.
What is keeping them from living their dream state today?

The main roadblock that is keeping Sarah from living her dream state today is the high cost of wedding videography. She is worried that she will not be able to afford a videographer who can capture her wedding day perfectly.

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

Sarah is making the mistake of not doing her research on wedding videography prices. She is also making the mistake of not considering all of her options, such as hiring a student videographer or getting a discount for booking early.

- What part of the obstacle does the avatar not understand or know about?

Sarah does not understand the different types of wedding videography packages that are available. She also does not know how to negotiate with wedding videographers to get a better price.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?

The one key roadblock that will allow Sarah to move forward toward her dream outcome is finding an affordable wedding videographer who can capture her wedding day perfectly.

Solution:

- Odyssey Film & Photo is an affordable wedding videography service that offers high-quality videos.
- Odyssey Film & Photo is available in the United States.
- Odyssey Film & Photo has a variety of styles to choose from, so you can find a videographer who is a good fit for your wedding.

Product:

- Odyssey Film & Photo offers a variety of wedding videography packages to fit your budget.
- All of Odyssey Film & Photo's packages include high-quality video, digital copies of the video, and a print release.
- Odyssey Film & Photo also offers a variety of add-on services, such as engagement videos, wedding day albums, and wedding videography.

How the product helps the avatar implement the Solution:

- Odyssey Film & Photo can help Sarah overcome the roadblock of high cost by offering affordable wedding videography packages.
- Odyssey Film & Photo can help Sarah overcome the roadblock of lack of availability by being available in the United States.
- Odyssey Film & Photo can help Sarah overcome the roadblock of difficulty finding a videographer by offering a variety of styles to choose from.

How the product helps the reader increase their chances of success:

- Odyssey Film & Photo has a team of experienced and talented videographers who will work hard to capture the perfect moments of your wedding day.
- Odyssey Film & Photo offers a variety of packages to fit your budget, so you can find one that is right for you.
- Odyssey Film & Photo has a good reputation and will deliver results

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

Odyssey Film & Photo can help Sarah get the result she wants faster by offering affordable wedding videography packages. Odyssey Film & Photo also has a quick turnaround time, so Sarah can get her wedding video in a timely manner.

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

Odyssey Film & Photo can help Sarah get the result she wants with less effort or sacrifice by offering a variety of packages to choose from. Sarah can choose a package that fits her budget and her needs.

- What makes the product fun?

Odyssey Film & Photo can make the process of finding a wedding videographer fun by offering a free consultation. Sarah can meet with a videographer and discuss her needs and budget. The videographer can then create a custom package for Sarah.

- What does your target market like about related products?

Sarah's target market likes related products that are affordable

Instagram Caption 1, wedding photos:

Without this trait, you'll never get the majestic wedding photos that you deserve...

The best-looking wedding photos don't come from hours of posing or adding multiple effects to your photos.

Nor do they come from spending tons of money on a photographer and all their services.

The only way you'll get breath-taking photos that you and your friends can't look away from is to be present in the moment while trusting your photographer is doing their job.

Having trouble finding a photographer you can trust? Talk to me and we'll figure something out together!

(link to prospect's photo page)

Instagram Caption 2, Film/Video Service

Photos aren't the only way to memorialize your special day for generations...

Photos are great for really creating a mixture of different emotions and instantly sparking memories and smiles.

But they lack a vividness, a liveliness that actually transports you there to relive your wedding day with your very own eyes.

So if you want something that will truly allow you to experience your wedding down to the last second, click the link below.

You'll end up looking back at it hundreds of times 🙌

(link to prospect's video page)

Instagram Caption 3, Elopement Inquires

Imagine being able to relive your special little getaway thousands of times, down to the very second...

Your elopement between you and your partner should be a special and amazing feeling.

And you should be able to remember that same exact feeling 30 years along the line.

All while looking absolutely magnificent enough your family can't get enough of it.

So do you want to have memories that are sensational to look back upon or little pieces of the memories of one of the most important days of your life that you'll forget?

How much do you truly value your elopement?

(link to prospect's contact page)