

Target Market

- What kind of person is going to get the most out of this product?
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- A young adult around 20-30 years old who's always been struggling to grow a beard.
- **Avatar**
- **Name, age, and face.** This makes it much easier for you to imagine them as real people.

Mark, Around 20 years old



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

Mark grew up in an average-class family and was raised by both parents who were both hard workers. He attended a public high school and was an average student. After graduation, he tried college for a year but dropped out because he wasn't showing up at any classes so his parents were wasting money.

- **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.**

Mark recently started working a minimum-wage job. He wakes up at 8 and goes to his job at 9. At 5 he goes home and maybe he will go out with his friend for a drink or stay at home playing video games.

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

Mark believes being a Top G is the most important. Strong, rich, shredded, etc.

Social Media Post



The 3 steps Mark took to get his perfect beard.

Mark always struggled to grow a fuller beard.

He was growing whiskers in random parts, and they looked terrible, making him feel like a messy teenager.

He always thought it was his genetics until he discovered The Beard Growth Kit.

After using our Beard Growth Kit for a month he started growing whiskers where he never did before while starting to gain confidence.

After 5 months he grew a fuller, thicker, and more even beard making him look sharper than ever before.

Start transforming your beard as Mark did 👉

Link