## 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 👇



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