

Target market: A person that is trying to improve his public speaking skills



Avatar: Jack, 25

Current state: He feels inadequate in his current public speaking abilities, He feels that he is not skilled enough to deliver a compelling talk and that he has a lot of work to do to improve.

He feels anxious about the prospect of speaking in public. He feels that he will never be able to overcome his anxiety and that it will always hold him back.

He feels frustrated with his progress in improving their public speaking skills. They may feel that they are not making progress quickly enough or that they are not seeing the results they want.

People think that he is a rookie and unprofessional when it comes to public speaking. When Jack thinks this, he feels weak and "inferior" and thinks he can never master his anxiety

He feels insecure about his ability to connect with his audience because he has a hard time reading people or is not naturally charismatic. He may worry that he will not be able to engage his audience and that his talk will fall flat, bore them, and make them sleep

He doubts his own abilities and feels that he is not cut out for public speaking. He feels that he lacks the necessary skills or personality traits to be a successful speaker.

Dream state: He feels self-assured and secure in his abilities when speaking in public.

He can now build a rapport with his audience, to be able to communicate and connect with them effectively.

His speech now has a significant effect on his audience, makes a difference, and leaves a good and lasting impression.

He is able to inspire and motivate his audience, to encourage them to take action or think differently.

He wants to be a positive force for his audience to improve their lives

He wants to be true to himself and his message speaks from the heart and is genuine

He wants his audience to be interested and engaged, to capture their attention and maintain their focus.

He is now a master of public speaking and continues to improve and perfect his skills.

He is able to present himself professionally and appropriately, to maintain credibility and authority.

Roadblocks: His attitudes, beliefs, and emotions can affect how he receives and interpret messages.

For him, environmental factors such as noise, distance, and visual obstructions can make it difficult to communicate effectively.

Product: This course will help Jack to improve his speaking skills to engage more with his audience and become a more secure speaker

Headline for a website

1. How to make your audience endlessly applaud after your speech
2. The 3 common mistakes that make you look unprofessional while speaking - And how to avoid them
3. 5 easy steps to improve your speaking and leaving a good lasting impression
4. The anxiety-free way to build rapport with your audience during a speech
5. The 4 proven steps to capture audience attention and maintain their focus
6. How to communicate effectively while not getting caught up by background noise, distance, and visual cues
7. The 5 easiest ways to convey confidence and love to build audience rapport
8. Why most professional speakers don't feel anxious before a performance
9. What NEVER to say if you are trying to make your audience like you
10. What to NEVER say if you don't want your audience to fall asleep while you're speaking
11. The quickest way to inspire and motivate your audience to think and act differently
12. How to make your listeners recognize the sincerity of your speech
13. The most professional presentation you can make to maintain credibility and authority during the speech
14. The little-known secret to become the most secure speaker on the whole stage
15. 3 speaking "hacks" to own the stage and become the star of your audience
16. 5 easy-to-apply mental models to COMPLETELY eliminate self-doubt and anxiety before a performance
17. The 5 mistakes beginner speaker when trying to be secure and professional
18. Discover how 500 speakers overcome their fear and anxiety of public speaking
19. Discover the fastest way to become the best speaker your audience has ever heard (even if you're just starting out)
20. How to touch your audience's heart with your speech (that will almost make them cry)
21. What to say if you want to be a positive force for your audience and improve their lives
22. Self-doubt. Anxiety. Fear Discover how to control your emotion and become the star of the stage