

Research Template

Target Market

What kind of person is going to get the most out of this product?

A person from the sales, marketing, and advertisement field. He/She certainly struggles with a generation of profit/leads/clicks at the moment and is eager to improve the situation.

They might have tried some solutions but nothing seems to work. The letter is mostly oriented toward self-employed people/ business owners since the reviews in the letter are provided by that sort of salesman. Therefore there is a big chance it is the target audience for this particular sales letter.

Beginners are a part of the target audience as well even though the piece of text dedicated to them is the weakest in my opinion

Who are the best current customers, with the highest LTV?

What attributes do they have in common?

Customers have struggled with the generation of profit/sales/leads etc. They did not find a solution themselves so they require new information, preferably a shortcut to get the desired outcome.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person.

Bill Carlson, 34



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

Bill has been in marketing since graduation. He received a degree in Economics and turned to sales at the age of 23.

After 7 years of working for a company, he ended up a Marketing/Sales manager, coordinating 15 people in his Department.

Since then he decided to make his marketing enterprise, proudly thinking he knows enough to go on his own. At first, business was not bad, thanks to Bill's contacts. But after a couple of years, his agency was generating just enough revenue to barely cover Bill's basic household expenses and pay his accountant and two young marketers.

Bill's wife was frustrated to hear every now and then that their trip to the Alps needs to be postponed and that they cannot afford a new PS for their son.

Bill tried every possible way of acquiring new customers but unsuccessfully. Bill is planning to undertake the course to improve his business, life and make his family happy.

- **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.

Bill wakes up at 7, and goes to work at 8, knowing he needs to find a way to generate new sales for his existing customers and find new ones.

He works for 9-10 hours until the last cell in his brain functions. Comes home sad that nothing has improved today. Goes to the shower regretting that he even thought about going self-employed. The cycle repeats.

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

Family, financial freedom, bright future for his children, ability to prove to his ex-colleagues that he is capable of more than working in an office 9-5. He recognises the importance of status and has a desire to improve his network.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Wife, ex-colleagues, 3 employees and parents.

Current State

- What is painful or frustrating in the current life of my avatar?

He cannot find a way to generate more profit from his business and therefore loses confidence. Also, he cannot stand to see his family cutting out expenses because of his stagnation in business.

- What annoys them?

He's tried everything he knows but nothing works

- What do they fear?
One day he will have to go out of business go to get a job, feeling like a he is a failure
- What do they lie awake at night worrying about? He loses all the customers.
- How do other people perceive them?

As an ambitious and skillful man who is yet to become something in this life.

- What lack of status do they feel?

He is not seen as a high-value business-person for others to feel proud to have his number within their contact list. He is not yet perceived as a person to refer to when a problem

occurs.

- What words do THEY use to describe their pains and frustrations?

I do everything right but it just doesn't work. My experience is good enough to see what should and shouldn't work but I never get enough leads. I need to pay my employees and provide for my family but since I do both poorly I do not feel like a man.

Dream State

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

Bill found several working ways to skyrocket his sales and signed enough long-term contracts to reduce his working hours to 40/week while earning 15k/month

His family has never been more proud of him and he himself feels much more confident. His business partners refer to him for advice and invite to private networking events.

- What enjoyable new experiences would they have?

His family doesn't need to worry about their future since Bill has everything sorted out. He is now able to go on vacation whenever he wants and feels the most energetic he's ever been.

- How would others perceive them in a positive light?

They see Bill as a perspective business-partner and respect his experience and knowledge. If they have a problem that

they cannot solve they ask Bill for advice.

Bill is seen as a shark of business and is respected within his circle of connections.

- How would they feel about themselves if they made that change?
- Bill would certainly be more confident and ready for new challenges. His willingness to achieve more has never been stronger. He believes in himself.
- What words do THEY use to describe their dream outcome?
 1. Feel like SMARTEST, HAPPIEST & WEALTHIEST MARKETER!
 2. Supercharged his Business, Wealth, and Life.
 3. Wealth and heavenly happiness that brings him to tears.

Roadblocks

- What is keeping them from living their dream state today?

Inability to find new clients

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

Bill relies too much on what he knows instead of learning new ways of getting what he wants.

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

He is arrogant about his approach to sales and lead generation. He needs to stop thinking too narrow and try to pay attention to experience of others.

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

Willingness to accept that he doesn't know everything and needs to learn in order to grow his business.

Solution

- What does the avatar need to do to overcome the key roadblock?

A new perspective on lead generation and acquiring customers.

- "If they <insert solution>, then they will be able to <insert dream outcome>"
- "If they learn new techniques of internet marketing, then

they will be able to increase the revenue, improve family life and confidence”

Product

- How does the product help the avatar implement the Solution?

It provides insightful information on how to tackle the problem of Avatar, especially how to approach lead generation as a marketer.

- How does the product help the reader increase their chances of success?
- How does the product help the reader get the result faster?
- How does the product help the reader get the result with less effort or sacrifice?

By providing new techniques that will lead to a desired outcome

- What makes the product fun?
- What does your target market like about related products?

They might find a key to their problem that they did not know about or did not know about a way to implement it in a particular situation.

- What does your target market hate about related products?

Most of the time it is something obvious or broad that does not create any value for them.