

The Avatar:

Craig:

His Background/problems: He used to be working as a glorified towel boy at a big city gym (works 60 hours a week) Used to spend his little free time on drinking vodka Redbulls and telling his colleague "Bros"

About how much he hated his "Job" he knew the potential of morning routines and how beneficial they are even when he tried the weird tricks and tips he just couldn't stick with it. He can't focus when he needs to

-He is tired of his Job

- He wants to achieve something better have a goal but he can't seem to reach it.

- doesn't get the chance to do what he wants

- He was tired of feeling trapped

What he found helpful:

When he wakes up he has to attack it #1 objective first thing even if it's only for 15 minutes so instead of waking up at 3:30 am and spending an hour of "self care" just wake up 15 minutes before you actually do and spend that time for what your #1 objective is.

This gave him the freedom of waking up when he wanted to and living on a schedule of his own instead of somebody else's

Sale pitch and how it can be appealing to the target audience:

So what I noticed he first brought the customer through what they're feeling and what they want and sell the dream and sounds confident while doing it. When he relates with his customer then he sells them a course a short 21 day course so that their customer won't be bored and wait for 365 days instead a fast result and speed is a the most important base of a business he makes it flexible includes YOU YOU & YOU you won't need to drop out of those parties and go to bed at 8pm and wake up at X time and go start you work at Y time. Makes it guilt free and most importantly it won't feel like a chore he is offering a customized Blue print for you.

And the most key thing he is offering is speed a 10-15 minute morning routine instead of 3 hour or a 2 hour routine where customers get BORED.

After that he gives a sneak peak to his customers about what they're getting so the customers get even more hyped. About what they're getting and they feel important and exclusive.

Then he gives " bonuses" to make their customers feel like they're getting their money's worth and then explaining how valuable it is (invested 250,000\$ and used By X person etc...)

Then he makes the price budget friendly to all type of people Broke Middle And rich classes.

Closes it off with a 30 day back guarantee so that the customer is litrialy getting everything for free.

Then puts a FAQ sectio to answer questions of other people

(Not gonna lie he did such a great job that it convinced me on wanting to buy his course 😂😂😂)