

Business type: High performance coach

Business objective: 20 new clients

Funnel: Free value[free stress management ebook]

→→Email list →→Landing page→→Discovery call

Avatar

Generally, What Kind Of People Am I Targeting?

- Men or Women? Both
- Approximate Age range? 30-55
- Income level? high income level [managers, entrepreneurs, business teams]
- Geographic location? whole world

Painful Current State

- What are they afraid of? **burn out, failing in work, not being able to complete their work, walking into their office and not knowing what to do, confused, where do they start, forgetting things they needed to do.**
- What are they angry about? **always stressed, forgetting things, feeling slowly eaten by their work. They walk into their office and start to walk in a circle overwhelmed by their thoughts. The time is ticking and they don't know where to start. Who are they angry at? themselves**
- What are their top daily frustrations? **stress, overwhelmed by the work, not finishing their daily plan,**
- What are they embarrassed about? **not being the boss, the one who will always fix the problem, lack of calm and confidence**
- How does dealing with their problems make them feel about themselves? - What do other people in their world think about them as a result of these problems? **Weak, tired[their current solutions doesn't work], angry because they don't see any results**
- If they were to describe their problems and frustrations to a friend over dinner, what would they say? **Man this is so messed up. I mean I could finish my TO-DO list in a week! I mean I don't know why. All the stress. I can't focus on anything. Like my**

mind goes absolutely blank

- What is keeping them from solving their problems now? **they don't know how to solve the , every method they tried doesn't work, they don't have the motivation to do something with it “maybe it will solve by its own”**

Desirable Dream State

- If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like? **waking up peacefully, confident and with no stress pouring their coffee to a cup, feeling calm with clear mind and bright thoughts(no stress in work, everything organized, coming home still energized with no stress, headaches, still happy and not burnout**
- Who do they want to impress? **themselves, their team, family, prove themselves, be the best**
- How would they feel about themselves if they were living in their dream state? - What do they secretly desire most? **Being in charge, having the ability to calmly solve problems and painful situations, nothing will move their calm and peace. Being the boss in their work**
- If they were to describe their dreams and desires to a friend over dinner, what would they say? **I wish I could just solve all this with ease and not feel burned out everyday. to switch to the autopilot**

Values, Beliefs, and Tribal Affiliations

- What do they currently believe is true about themselves and the problems they face? **It is normal, natural, many solutions**
- Who do they blame for their current problems and frustrations? **themselves**
- Have they tried to solve the problem before and failed? Why do they think they failed in the past? **They let it solve by its own or they tried therapy, books, videos, meditation,**
- How do they evaluate and decide if a solution is going to work or not? **If it's tailored for their situation or problem. How much time it takes them.**

1. Who am I talking to?

- hardworking professionals, entrepreneurs/employees, managers
- constantly under pressure, struggling with work
- oftenly getting into stressful work situations

- getting in touch with tasks, obstacles, meeting, calls and overall stressful situations
- age - 25-50

2. Where are they now?

- Working everyday, feeling like I'm in a rat race. They are trying/forced to put out the best outcome, reach the goal but constantly swallowed by stress, anxiety
- 9 to 5 job or entrepreneurs

Normal day

- They wake up with an unenergized, dizzy, sense of weakness. Already Frustrated by upcoming work
- Driving to work without joy or happiness from life["another day in the endless circle"]
- Arrive at the work already attacked by unsolved problems, tasks
- Feeling overwhelmed, overthinking, mind full of tasks, problems, work
- Can't focus on the main, single task, Stressed by running time[deadlines, unreached goals = need to work longer]
- going home late, stressed, burned out, developing anxiety from the thinking about the unfinished work
- poor sleep

Developing physical problem

- frequent headaches
- sleep problems
- feeling dizzy, disoriented
- high blood pressure
- low energy
- weak immunity[frequently getting cold]
- bad eating habits[getting fat or weight loss from]

Developing psychical problems

- anxiety
- panic attack
- fear of obstacles
- aggression
- mental burnout
- struggle to focus on one task only
- overthinking

3. Where do I want them to go!

- Open the email
- Read the email
- Click on the link
- Watch the video
- Read the description of the base camp talk[discovery call]
- watch the testimonials
- Check few words about the coach
- book a call

4. What do they need to experience/think/feel to do that?

- Feel the rush of curiosity and desire to open the email
- Read the first few sentences identifying the target audience. Connect with the avatar and feel the rush of pain and desires to escape the current situation
- evoke their desires to discover better ways to get through this situation
- excited go through all the benefits of my coaching
- excited and curious click on the link and arriving on landing page

Roadblock

- lack stress management, unbearable amount of stress and anxiety
- overthinking and mental chaos leading to lack of effectiveness and productivity

Solutions

- therapy, books, meditation, coaches

Our product

Stress management coaching

- 30-60 min. coaching
- proven techniques and strategies
- personal 10 years experience as a team manager: techniques tested by himself
- tailored plans and strategies

Market awareness

- **Level 4: Product aware**

Market sophistication

- **Level 4: already few other options[OTHER COACHES, THERAPY, BREATHING TUTORIALS]**

Reclaim Control of Your Workday: From Chaos to Clear Focus with Proven Coaching Strategies

Are you a driven professional, focused on achieving specific targets and leading your team to success, yet you fight with overthinking stress and mental chaos that hinder your effectiveness and progress?

You've probably had those days where the minute you step into the office, your mind goes blank.

You're stuck at the bottom of a never-ending to-do list and don't know where to start.

Now, imagine walking in with absolute clarity, your day mapped out with a clear plan. You tackle your top priorities one by one, effortlessly moving through your tasks, and leave the office feeling accomplished, with your mind clear and your energy still intact.

What if this can be YOUR reality

As a team manager for over a decade, I faced the same challenges—struggling to stay on top of tasks, feeling drained, and trying to maintain productivity amidst the chaos.

But I didn't just deal with it; I found a way to rise above it.

Through years of trial and error, I developed proven strategies to overcome these obstacles, manage stress, and reclaim my time.

Now, I'm here to share these strategies with you, so you can lead with confidence, regain control of your workday, and thrive in your role without the constant overwhelm.

My approach not only addresses your current challenges but also strengthens your ability to tackle future obstacles, securing long-term success.

Whether you're feeling overwhelmed, disorganized, or swallowed by stress before an important meeting, my coaching will help.

You'll regain both mental and physical strength, allowing you to achieve peak performance and reach the target every single time.

Are you ready to take the first step toward lasting success?

Don't let stress and overwhelm slowly eat away at your potential

Act now and be among the first five to sign up for my free base camp talk to receive a FREE \$250 one-on-one coaching session! This is your chance to dive into transformative strategies and start managing stress immediately