

Name: Catherine Downes

Age: 42

Face: Catherine is an attractive woman with shoulder-length wavy brown hair, sparkling brown eyes, and a friendly smile.**

Background: Catherine wants to be a social media marketer. She is based in London, UK, and runs her own social media marketing company,

Day-in-the-life: Catherine typically wakes up early to check her social media accounts and respond to any messages from clients or followers. She spends most of her day working on social media strategies for her clients, creating content, and engaging with her followers. She also attends networking events and keeps up to date with the latest trends and changes in the industry.

Values: Catherine values honesty, transparency, and hard work. She despises unethical practices, such as buying followers or using bots to inflate engagement. She believes that success on social media comes from creating valuable content, engaging with followers, and building genuine relationships.

Outside forces: Catherine feels that the ever-changing algorithms and policies of social media platforms can influence her work. She also believes that the competition in the industry can be tough, but she is confident in her abilities and the quality of her work. Catherine is grateful for her supportive network of clients and colleagues who help her navigate these challenges.

Current State

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

(Struggling to grow a following on Instagram)

What annoys them?

(Feeling overwhelmed by the amount of work involved in building a following on Instagram)

What do they fear?

(Not Getting Many Followers Per Day)

What do they lie awake at night worrying about?

How do other people perceive them?

What lack of status do they feel?

(Feeling frustrated by slow growth or lack of progress)

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

Frustration, Sad

Dream State

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

(To grow a following on Instagram) (To be able to build a community and get support from others who are also trying to grow their following on Instagram)

What enjoyable new experiences would they have?

How would others perceive them in a positive light?

(Successful)

How would they feel about themselves if they made that change?

Smiling

What words do THEY use to describe their dream outcome?

ROADBLOCKS

1. What is keeping them from living their dream state today?

Many people struggle to gain followers on Instagram because they don't have a clear strategy or don't know how to create engaging content that resonates with their audience.

1. What mistakes are they making that are keeping them from getting what they want in life? Some of the common mistakes people make include buying fake followers, using irrelevant hashtags, and spamming their followers with comments and direct messages.

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

The avatar may not be aware of the importance of creating an Instagram aesthetic that is consistent with their brand and using content that is both engaging and valuable to their followers.

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

The key roadblock is not having a clear strategy or understanding of how to create content that resonates with their audience.

Solution:

To overcome the key roadblock, the avatar needs to create a clear strategy that includes setting goals, understanding their audience, creating engaging content, and using relevant hashtags. By following these steps, they will be able to grow their followers on Instagram and achieve their dream outcome.

Product:

The product can help the avatar implement the solution by providing them with step-by-step guides, tips, and tools for creating a successful Instagram strategy.

It can help the reader increase their chances of success by providing them with proven tactics and best practices for growing their followers.

The product can also help the reader get results faster by providing them with actionable advice that they can use immediately to improve their Instagram strategy.

Additionally, the product can help the reader get results with less effort or sacrifice by streamlining their Instagram marketing efforts and making it easier to create engaging content that resonates with their audience.

What makes the product fun is its interactive and user-friendly approach, which helps make the process of growing Instagram followers more enjoyable and engaging.

The target market may like related products that offer similar solutions to help grow their Instagram followers, while they may dislike products that are not relevant to their needs or offer

Social Media Post

Do you want to grow on Instagram, but you're sick of hearing the same old generic advice that only works for a select few,

Then you must keep reading.

Because I will be sharing with you a ***Unique Hidden Strategy*** that I took to grow my Instagram following.

The strategy works for ALL short-form video platforms (like TikTok, LinkedIn, etc.)

👁️ And make sure to stick around till the end because I'm revealing the biggest Instagram growth hack that NO ONE ELSE is talking about...

Keep Reading!

with this easy peasy strategy you will have tons of followers in no time!

So every day, you will be able to wake up, reach for your phone, and be pleasantly surprised to discover that you have gained a significant huge number of new followers."

It's not about uploading three to six posts every day."

It's not about using Instagram's latest feature."

It's not even about using ads to grow your Instagram."

You can grow it without using ads."

So if you would like to discover advanced secrets of IG growth that nobody has talked about."

All you need is to click on the link in the bio and fill out your details (Newsellter) so that you can receive the unique hidden strategy that will help grow your Instagram."

P.S: There is only 27 Spots available

P.S.S: "You'll never believe how much followers you can make by pushing a few keys on your computer."

Is the copy good —> I need to email it (client)