

**Target market:** A person that is introverted and wants to overcome his fear of public speaking



**Avatar:** Jason, 28

**Current state:** He feels anxious and nervous about speaking in front of an audience. This can prevent him from performing at his best or even from accepting speaking opportunities altogether.

He is struggling with creating a presentation that stands out in the minds of the audience.

This can lead to a lack of engagement or interest from the listeners.

He knows that his speaking skills need improvement to advance his career or to better communicate his ideas.

Jason really wants to connect with the audience on a deeper level and have his message truly heard and understood.

He experiences anxiety and nervousness specifically related to being on stage and performing in front of others.

While performing he is not mentally prepared to handle unexpected challenges or disruptions during his speaking engagement.

He struggles with remembering his speaking points and staying on track during his presentation

**Dream state:** He has learned how to create presentations that are not only informative but also memorable and impactful.

Jason now knows how to use professional presentation skills that will resonate with his audience, he also has improved his voice projection and use of tone and inflection during his presentations.

He has improved his mental preparation for his presentations so he can be focused, confident, and effective.

He improves his mastery of public speaking. He wants to take his skills to the next level and be even more effective in his presentations.

**Roadblocks:** He doesn't know where to start in order to improve his skills

He lacks the confidence to make a significant change in his public speaking life

**Product:** This public speaking course will give Jasno the skill he needs to overcome his anxiety and become a better speaker

1. How to immediately boost confidence and conquer the audience's attention
2. Discover the easiest way to build a strong and deep rapport with your audience while speaking
3. 3 common mistakes that are boosting your anxiety before a speech - and how to fix them
4. The single step to make if you want to become better at communicating your ideas
5. Struggling with remembering speaking points and staying on track during a public speech?
6. Follow these 4 easy steps to make your presentation more memorable and impactful
7. The quickest way to tailor your message to different audiences and situations
8. The public speaking "hack" to find your personal style and connect with your listeners on a deeper level
9. How to use your voice to create emotional impact and connection with your audience.
10. Why no professional experience anxiety and self-doubt before every public speech?
11. 5 mistakes that are keeping you from creating emotional impact and connection with your audience.
12. How to keep your audience's attention from beginning to end