

COMPLETE FUNNEL LAUNCH

STEP 1: Pick Pains and Desires

- **Research Template**

What kind of person will get the most out of this product?

Who are the best current customers?

What attributes do they have in common?

- **Avatar**

Name, Age, Face

Background and life history

Day in the life

Values, Beliefs, Likes, and Dislikes

Outside pressures, forces.

- **Current State**

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

How do other people perceive the avatar?

What lack of status do they feel?

What words do they use to describe their pains and desires?

- **Dream State**

If they could wave a magic wand and solve the pains and desires, what would their day in life look like?

What new and enjoyable experiences would they have?

How would others perceive them now?

How would they feel once the dream outcome is achieved?

What words would they use to describe their dream outcome?

- **Roadblocks**

What is in the way for them to achieve this dream outcome?

What problems are they facing?

What are their mistakes?

What are the obstacles that the avatar doesn't know about?

One key roadblock?

- Solution

What does the avatar need to do to overcome the roadblocks?

- Product

How does the product help the avatar implement the solution?

How does the product help the avatar increase the chances of their success/
dream outcome achievement?

What does the target market like about related products?

How does the product take less effort and sacrifice but give out better results?

What does the target market hate about related products?

STEP 2: Plan the offer and create a product

- Core offer
- Bonuses
- Upsells
- Names for products

STEP 3: Create a landing page.

STEP 4: Create Ad Variants to test for conversion.