Target Market

- What kind of person is going to get the most out of this product?

A guy that struggles to get with the women that he desires. A guy that wants WOMEN to start chasing him, instead of it having to be the other way around.

- Who are the best current customers, with the highest LTV?

Men that struggle to find real love, and that respects and desires them.

- What qualities do they have in common?

These type of men are very honest with themselves and their loved ones. They are very kind and compassionate.

Avatar

- **Name, age and face.** This makes it much easier for you to imagine them as a real, individual person. Include their ethnicity.

Ben is a 22-year-old American man that lives in Ohio, North America.

- **Background and mini life history.** You need to understand the general context of their life and previous experience.

Ben has previously tried to ask out a few females on dates but has been too shy to approach them. He thinks that he might be "too ugly" for females to date him, or that he just isn't good enough, or that he doesn't have any "game" when it comes to the dating game. He lacks self-confidence and the ability to approach females whom he desires and whom he would like to have some form of relationship with. This makes him feel very upset and disappointed with himself. He wished that he had the courage to walk up to females and ask them out on dates.

- **Day-in-the-life.** If you can get a rough idea of what the average day in their life looks like you will be able to relate more easily to them.

Ben works a regular 9 - 5 job. He wakes up at around 7 AM to prepare for work. He brushes his teeth, drinks water and eats breakfast during this time. By the time he

finishes his morning routine, it is about 8 AM. Now, he gets ready to go to work which takes about an hour. He has his shift from 9 - 5 and is back home at about 6 PM. He usually stays home, makes himself dinner, and watches YouTube videos. Sometimes, he likes to switch things up and go out to the city. He tries to pick up females but fails because of self-confidence. He gets back home at around 10 PM, brushes his teeth, does his skincare routine, and goes to sleep.

- **Values.** What do they believe is most important? What do they despise?

He believes that his health and well-being is very important. Romantic relationships tie into his well-being. He feels that - If he doesn't find a female soon enough that he can spend his free time with, he will start to feel sad and worried that he might not get married in his future.

- **Outside forces.** What outside forces or people does the Avatar feel influences their life?

Mostly YouTube videos from relationship channels. He watches many couples on YouTube and how they live their life, the memories they share with each other, and the fun that they have. Ben's mother also talks to him sometimes and asks him if he will ever get into a relationship. His mother gives him relationship tips and also teaches him some things about women's psychology and how females think compared to men.

Current State

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

Ben finds it very painful to be lonely after work and wants to have a romantic partner to talk to. He sometimes feels isolated from this when he's at home. He also finds it painful that he has difficulty finding a romantic partner. He knows that this is because of social anxiety and his lack of confidence. He also finds it very frustrating without a romantic partner because he feels like he might miss out on life experiences like marriage, and children, or the support of a lifelong romantic partner.

- What annoys them?

His social anxiety. Deep down, he understands that he needs to get better at socializing with both women and men, but does not know how to do this. Every time

he sees a beautiful woman, he always regrets not going up and talking to her.

- What do they fear? What do they lie awake at night worrying about?

He fears that he might miss out on life experiences like marriage, and children, or the support of a lifelong romantic partner if he doesn't find a partner soon.

- How do other people perceive them?

Most people that he knows (including his family) perceive him as a lonely and socially awkward individual. Other people assume that Ben is a lonely person, either because he wants to and is highly focused on his "career", or that he ACTUALLY is socially awkward and lacks the social skills to form close relationships.

- What lack of status do they feel?

He feels a lack of social, emotional, sexual, and personal status. The fact that he struggles to find a romantic partner, makes him feel that he doesn't have any of these statuses fulfilled in his life.

- How do they feel about themselves in their current state?

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

Frustrated, lonely, unloved, unwanted, disappointed, hopeless, unappreciated, misunderstood, unworthy, incomplete, disconnected, insecure, heartbroken.

Dream State

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

Ben would have a fulfilling romantic relationship with someone who loves and respects him for who he is. He would feel happy, secure, and content in his relationship, and he would no longer feel lonely or isolated. Ben would no longer feel inadequate or undeserving of love, and he would have a newfound sense of self-confidence and self-worth. He would be able to let go of any past traumas or emotional baggage related to past relationships or rejections.

- What enjoyable new experiences would they have?

Ben would love going on romantic dates with his new partner, traveling together to new and exciting places, celebrating special occasions and milestones together with his partner, and lastly - Enjoying intimate moments with each other.

- How would others perceive them in a positive light?

Ben would be seen as happier and more content, which can lead to a more positive outlook on life. He would be perceived as more socially connected and integrated, since having a romantic partner often means having a wider social circle. He would also be seen as more confident and self-assured, as having a supportive partner can boost one's self-esteem and self-worth.

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

Ben would feel very happy and content. He would feel confident, self-assured, attractive and desirable.

- What words do THEY use to describe their dream outcome?

Love, connection, happiness, fulfillment, trustfulness and intimacy.

Roadblocks

- What is keeping them from living their dream state today?

Ben's fear of rejection. His fear of rejection and approaching women to have a romantic relationship with is causing him to lose out on the opportunities that he gets when he is out in the city.

- What mistakes are they making that are keeping them from getting what they want in life?

That Ben is self-sabotaging himself, and that he doesn't open up with women and talk to them.

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

That most women in today's generation expect men to make the first approach, and they will most likely never do it. He doesn't understand this, and he needs to be

brave enough to approach women and ask them out regardless if he gets rejected or not.

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

Ben's fear of rejection. Once this is fixed, he will begin to have the courage to walk up to women that he would desire to be with, ask them out, and of course, be with as many women as he wishes.

Solution

- What does the avatar need to do to overcome the key roadblock?

Ben needs to build his confidence, build his social skills, and engage in activities that build his self-confidence, such as exercising, practice being social, or setting achievable goals.

- "If they <insert solution>, then they will be able to <insert dream outcome>"

If Ben builds his self-confidence and social skills, he will be able to ask out any female that he desires and that he'd love to have a romantic relationship with.

Product

- How does the product help the avatar implement the Solution?

It will build Ben's confidence and his social skills. It will teach him how to be more social, get him to practice his social skills, and to overtime become a social master at speaking with any women that he desires and would like to go out with.

- **How** does the product help the reader increase their chances of success? **How** does the product help the reader get the result faster? **How** does the product help the reader get the result with less effort or sacrifice? **What** makes the product fun?

It's a new, easy, safe, and big idea which will allow Ben to build his confidence and his social skills much faster then if he would try it on his own. That's because the service

will allow Ben to learn directly from a professional coach about the real ways of speaking with women, and he will also get the chance to practice on females live and get tips from the coach as he does his practice.

- What does your target market like about related products?

That these services have clear and actionable advice, they have some sort of personalization to you, that there's feedback and progress to be made, that its value is worth the money.

- What does your target market hate about related products?

Related products might have too basic and generic advice/tips, lack of activity, overwhelming information (non-easy to consume), some may have unrealistic promises, and there's a lack of support from the business that is offering the service.

DIC:

SL: How YOU Can Leverage Your Rejection to "Perfection" WITH This SIMPLE *SWITCH*…

Most people do not understand that you can take advantage of feeling rejected after asking out someone which you find attractive…

and turn it into "Perfection".

When you properly understand how to "switch" your loneliness after getting back home from a long day of work…

and coming out on "the other side",

You'll envelope a sense of love and belonging in yourself.

Now…

Leveraging rejection is NOT primarily done by "learning from your experiences"...

NOR by "focusing on your self-improvement".

No…

It's mostly done by a *SWITCH* in which most people do NOT pay attention to their whole lives…

and that they BLINDLY MISS…

Learn more about the *SWITCH* that will eliminate your Rejection and turn it into "Perfection" here...