

The Avatar:

Research

Target Market

- What kind of person is going to get the most out of this coaching service?
 - ◆ People who have a job in IT.
 - ◆ People who want to get a promotion.
 - ◆ People who want to transform their careers and mental outlook.
 - ◆ People who want to change their career into a technical role.
 - ◆ People who want to be recognized as industry leaders.
 - ◆ People who feel stuck and have been passed over for a promotion
- Who are the best current customers?
 - ◆ People who have IT careers that are interested in moving into leadership roles and taking on more responsibility.
- What attributes do they have in common?
 - ◆ Drive to succeed
 - ◆ Interest in growing their careers
 - ◆ Passion for learning
 - ◆ Technology focused
 - ◆ Introspective
 - ◆ Open about their strengths and weaknesses

Avatar

→ Name, age and face.

- ◆ His name is Kevin
- ◆ He is 35 years old
- ◆ Black eyes from tiredness



→ Background and mini life history.

- ◆ Went to college, got a degree in IT Administration. He works for a tech company. He is in their IT department, working a technical position. He has a family, a normal house. His work is still 9-5. He

has earned all his money from his degree in IT. He is really intelligent and does his work very efficiently. He has been working behind a desk for the past 10 years for a company he doesn't even care about. He has been stuck in the same position for a while now and he wants to get a promotion to lead a more fulfilled life.. A lot of his colleagues have been promoted but he has been passed over.

- ◆ Technical profession who wants an extra boost with their career to climb the corporate ladder.
- ◆ Desire for a promotion.
- ◆ Feeling stuck.
- ◆ Being passed over and unnoticed.
- ◆ Desire to climb the corporate ladder as a technical leader.

→ **Day-in-the-life.**

- ◆ Wake up, make a cup of coffee, stretch fingers, check email inbox and unread work queue items, make a To-Do list. Once at work, the day starts with a standup meeting, work, more meetings, lunch break, coffee, work again, melted on the chair by the end of day.

→ **Values.**

- ◆ They want:
 - Transparency from leadership
 - Flexible work hours
 - Employee development program
 - Give back to the community
 - To learn new skills
 - Possible internal transitions
 - Explore other opportunities
 - Health and wellness program
 - Ethical reputation
- ◆ They despise:
 - NOT getting clear direction about their job promotion and career path.
 - Felt they didn't have much chance for career growth in their current jobs.
 - Feel moderately valued to under-valued by their employers.
 - "I feel overworked, underappreciated, confused, underpaid, barely recognized. No path for growth."

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

- ◆ Family, friends, financial burdens. Time. It seems there is never enough time in the day and they keep going through the same motions with little change.

Current State

→ What is painful or frustrating in their current life?

- ◆ Keeping up with changes to IT platforms and standards.
- ◆ Keeping up with a large number of new and existing tools or frameworks.
- ◆ Testing across platforms
- ◆ Understanding and implementing security measures.
- ◆ Spending a lot of time on mundane tasks
- ◆ Managing tech silos in the workplace
- ◆ Struggling with complex internal communication channels
- ◆ Getting timely leave approvals
- ◆ Getting paid well for their contributions.
- ◆ Struggling to understand what it is he really wants from his job and why none of the roles or companies he has stumbled into never seem to quite fit.

→ What annoys them?

- ◆ Micromanagement
- ◆ Office gossip
- ◆ Seeing others get ahead around them

→ What do they fear?

- ◆ Failure
- ◆ Making mistakes
- ◆ Continued work in a dead-end role
- ◆ Health issues from anxiety and stress

→ What do they lie awake at night worrying about?

- ◆ That life is passing them by; they are past their prime.
- ◆ Making ends meet financially.
- ◆ Not being good enough to get promoted.

- ◆ But as I turned 40 soon and my parents died this year I paused and looked in the mirror to ask myself: what now, what now.
 - ◆ I want a bit more security and stability. I don't want to work my ass off for nothing and then drop dead with 67.
 - ◆ I've been thinking the same many times. I can't keep doing what I'm doing when I'm really old.
 - ◆ If the job they are in is good enough for them or should they quit and go to another job.
 - ◆ Should they stay in the comfort of their current job or pursue a job with higher pay
- How do other people perceive them?
- ◆ That they have potential but their mindset and actions hold them back.
- What lack of status do they feel?
- ◆ Does working hard mean nothing for most jobs?
 - ◆ Feel like their friends and loved ones in similar situations are further ahead and have more stability.
- What words do THEY use to describe their pains and frustrations?
- ◆ Overworked
 - ◆ Under appreciated
 - ◆ Stressed
 - ◆ Life is no longer fun
 - ◆ Management has it out for them
 - ◆ He wants to overcome fear of unknown and pursue his dreams

Dream State

- If they could wave a magic wand at their life and fix everything, what would their life look like?
- ◆ He would get the promotion he was always seeking.
 - ◆ The job offers excellent security and stability
 - ◆ The job is recognized as being important to the company's success.
 - ◆ Their contributions are noticed.
- What enjoyable new experiences would they have?
- ◆ The ability to travel more, with additional financial

freedom

- ◆ Helping others to overcome similar challenges
- ◆ Providing a better upbringing for their families
- How would others perceive them in a positive light?
 - ◆ That they conquered their inner demons and rose up to seek greatness.
 - ◆ They are an expert in their field
 - ◆ ...
- How would they feel about themselves if they made that change?
 - ◆ Improved confidence
 - ◆ Less anxiety
 - ◆ More energy
 - ◆ Excitement for what's ahead
- What words do THEY use to describe their dream outcome?
 - ◆ I used to feel like my job stole from my life, but now my job enhances my life and makes it more worth living.

Roadblocks

- What is keeping them from living their dream state today?
 - ◆ Mindset
 - ◆ Office politics
 - ◆ Fear of failure
 - ◆ Not having the right coaching or guidance
- What mistakes are they making that are keeping them from getting what they want in life?
 - ◆ Not making changes to improve their situation
 - ◆ Stuck in a repetitive pattern that leads to the same outcomes
- What part of the obstacle does the avatar not understand or know about?
 - ◆ That much of it is caused by their outlook, problem solving approach, goal setting, and lack of solid

direction.

- What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?
 - ◆ Moving towards a growth mindset
 - ◆ Building a stepped based action plan to get ahead
 - ◆ Starting with small steps
 - ◆ Having someone to brainstorm their problems and improvement paths with

Solution

- What does he need to do to overcome the key roadblock?
 - ◆ Start by getting a coach and discussing goals, objectives, and current hindrances.
 - ◆ Identify key motivators
 - ◆ Identify key disruptors
 - ◆ Build an action plan to get ahead
 - ◆ Daily steps to improve performance
- “If he follows a well crafted plan, then he will be able to conquer his fears, feel better about himself, start applying for new roles, land his dream job and reach new levels of success.

Product

- How does the service help him implement the Solution?
 - ◆ A career coach will help you think about your motivations and really pin down what you want out of a career. They will help identify some job roles that might complement those motivations, and help you to put together a step-by-step plan of how you can move forward from where you are now to where you'd like to be. This includes helping you to set goals, capitalizing on your strengths, how to augment your weaknesses, etc.
- How does your service help the client increase their chances

of success?

- ◆ Our services are tailored to you. By using us, you get exposure to decades of executive experience. Through this experience, we will help you craft an action plan for success. The plan will help you increase confidence, executive presence, and mindset to achieve your goals.
- How does your service help the client get the result faster?
 - ◆ A person can go through a lot of trial and error to ultimately reach success. Our programs accelerate your delivery path by tapping into a treasure trove of experiences and what has worked well for others.
- How does your service help the client get the result with less effort or sacrifice?
 - ◆ Reduces trial and error that may occur when trying to get noticed on the job and reaching higher levels of responsibility.
- What does your target market like about related products?
 - ◆ This book never felt like it was pushing me to buy things even though it occasionally mentioned other resources. It truly reads like someone who cares about helping others—like a friend coming alongside you. Just as a friend would be honest with you, Rick gives hope and encouragement but equally talks about the amount of work needed and the up and down periods one will face. You feel like he cares about helping you but wants you to know it won't be easy but will be worth it.
 - ◆ I think that is because the idea of 'figuring it out' (i.e., what I want or need or how to develop career direction) has always seemed so amorphous and intangible. So in defining an actionable process to make a purposeful career shift, this book has been a huge development for me, and I'm very grateful for the structure and step-wise approach to help me through the journey. Also, having many examples of the challenges and successes along the way gives me a clear perspective on how the process might play out so that I can keep motivated and keep my eye on the prize.
 - ◆ I am in my late 40's and love technology/coding/apps but was letting my fear of failure stop me from a switch! This book is a great guide for everyone looking to improve your work satisfaction. You may not need a new career but you still may find tips in here that make your current work right for you, right now...or you will learn how to navigate the change and make more than your current imagination will allow you to believe
 - ◆ This book addresses many of the mental and emotional barriers we subconsciously battle. Elements are broken into easy-to-understand concepts, steps are outlined to help readers explore on a more personal level, resulting in an empowered reader

who gains awareness, tools, and guidance to navigate the career change journey, should the reader choose to make it Happen! A must-have for anyone contemplating career change.

→ What does your target market hate about related products?

- ◆ Too long to digest
- ◆ Not tangible to their specific challenges
- ◆ Too generic
- ◆ If you're trying to forge a new career path or switch companies while thinking of the bigger picture - lots of the written exercises won't be for you

Fascinations:

1. How to step into the world of the unknown in any technical field
2. How to get the courage to ask for a promotion
3. How to become the guy that can get into their dream job
4. How to be transparent when asking for promotions
5. How to become the one and only guy for this promotion
6. How to be friends with your boss and manage your promotions
7. How to avoid office gossip
8. The secret to breaking the cycle of fear
9. The secret to getting the promotion you were always afraid of asking for
10. The only reason why you don't love your job
11. The only reason why you aren't at your dream job
12. The only reason why you aren't getting that promotion
13. The only way to make your boss give you that promotion that you have always wanted
14. How to become the #1 suggestion for the promotion
15. How to be more efficient at doing your job
16. Do you know why you are fearful of asking for a promotion?
17. How to become confident that you can take this new job
18. How to switch from your typical IT job to a leadership position
19. Tired of becoming the tech guy? Looking for a leadership position? I will tell you how Kevin did it.
20. A simple way to overcome your fear of failure.

21. The secret way to overcome your fear and transfer to your new job
22. The simple new method to get out of your comfort zone and get that dream job
23. A simple technique to overcome your fear of failure
24. A simple technique to transfer to your dream career
25. A simple technique to get into a leadership position
26. A simple technique to get rid of office gossip
27. A simple technique to get the promotion you were always afraid of asking for.
28. Get the promotion without having any fears of losing your job or being embarrassed without working more than you do now.
29. Do you know that the people that got into leadership positions were as afraid as you are now?
30. The quickest and most secure way to over your fears and get that promotion.
31. What would your life be like when you get that new job? Come and know what Kevin's life is like now
32. The truth about leadership positions
33. An easy cure to overcome your fear of failure
34. An easy cure to breaking the cycle of fear
35. Fear shouldn't stand in the way of your job promotion
36. The single most beneficial book you will read about overcoming your fears and getting your promotion
37. Get the promotion you always deserved
38. Change into a leadership position in a smooth way that will make your boss wonder how did you convince him
39. I used to feel like my job stole from my life, but now my job enhances my life and makes it more worth living.
40. And the funny thing is that its solution is so simple to execute.
- 41.

First Email:

SL: Your FREE Book is here - You've made it!

Hey Kevin,

Congratulations on the best decision you have made for your career!

You are about to discover the deep secrets to enhance your life and make it more worth living.

Here is a glimpse of what I will be uncovering with you in the next few weeks!

- Unlock the Secret to Career Success; the story of Brian and his master plan.
- How John was able to accelerate his career by changing to a leadership position smoothly that no one saw it coming (and how you can do the same).
- After following his intuition and switching careers, Kevin experienced a profound transformation in his life. This bold move led to a significant increase in his income, propelling him to new heights of success.

And so much more...

Here is the link to the book that will help you conquer your inner demons and rise up to greatness: [Breaking the Cycle of Fear](#)

PS: In the next email I will be sharing with you the most common failures so you don't have to waste 20+ years of your life.

Second Email:

SL: Farewell to Technical career uncertainty

Hey Kevin,

I'm Rick and I have a passion for helping others navigate their careers. With over 25 years of experience in technical roles, I have a wealth of knowledge to share.

I have tried so many leadership and technical jobs in different companies.

In my 20s when I graduated from engineering I wasted years of my life feeling like I am lost, not caring about the company I work for, and melted on the chair by the end of the day.

But through years of trial and error, and seeking advice from those in higher positions, I was able to figure out the key to success.

I decided to use my experience to help others, like my younger self, find clarity, security, and more energy in their careers.

To reduce the trial and error of others when trying to get noticed on the job and reach higher levels of responsibility.

Click here to unwrap the secrets that I gained from my years of experience.
(<https://twitter.com/TechnicalExec>)

Cheers,

Rick

PS: Ask yourself about the importance of executing your master plan because I will reveal the secrets to Technical career success.

Third Email:

SL: Unlock the Secret to Technical Career Success

Hey <name>,

Get ready to skyrocket your career!

Join me as we uncover the formula for success by following Brian's transformation from being stuck to thriving in a leadership position.

The first words that left Brian's mouth when he started talking about his last few working years

"I had been passed over for a promotion"

The miserable look on his face looking down at the ground and holding his tears can make any man feel sympathy for him.

After talking with Brian for about an hour...

Upon deep examination, I discovered that he was only fixated on the end result without a clear roadmap to follow.

He was paralyzed and couldn't take a single step forward toward switching his technical position into a leadership role.

But after building a simple stepped-based plan to execute, he went out with a satisfied look on his face.

5 months later, he came back with a smile covering his whole face and he was telling me...

"I was able to get promoted to a senior role...

after working for endless hours and not even being paid a humanly hourly rate, my job now makes my life worth living"

Brian's story is just one of many that I hear every day, and I am glad that I could help him turn his life around.

Thanks,

Rick.

PS: Unlock the full potential of our communication by whitelisting my email, let's make sure nothing falls through the cracks!

Fourth Email:

SL: Let's talk about Breaking the Cycle of Fear

Hi Kevin,

Did you get the chance to read "Breaking the Cycle of Fear"?

I know it can be a really tough process to step outside your comfort zone, so I wanted to check in and hear from you.

I'm curious, did you find the book useful to you?

Hit reply, and let me know your thoughts on it.

Waiting to hear from you,

Rick