

Target Market:

18-35 year old people who want to start their own online business and become financially free.

Avatar:

John age 22, Slim well cut physique body
Single man who lives in Texas

Day-In-A-Life:

John moved to Houston Texas from Cleveland Ohio. Now living in Texas, he has found himself a career driving 18 wheeler trucks to keep steady income flowing in to be able to afford living in the new city. With his new career, John now has to wake up everyday at 5 am to be at his job by 6 am. Everyday tired Monday-Friday, John has to force himself to find the energy to make it to work on time. He knows that he is missing something in his life. He reminds himself that he can do better. Everyday from morning to night time, John does research on his phone as well as his laptop trying to find ways to become financially free to escape his everyday life as a truck driver. When John gets home from his job, he makes himself a quick snack then heads to the gym for his daily workout routine. After his workout, John goes home, showers, eats, then continues to do research planning for his escape from the normal work life. After hours of research, he finally found something that he feels he can become good at and make a good living off of. While searching the internet, John came across a few content creators who were teaching people how to start their own online E-comm business. Now everyday, John finds the time and dedicates himself to learning the online E-comm business strategies while also working his regular job.

Values:

Deep down inside he feels the urge to want to escape his regular everyday work life and become financially free. He barely has the time to really do anything because he is constantly busy working his job.

Outside Forces:

He is always tired due to his job consuming most of his life throughout the day.

Current State:

John hates the fact that he has to wake up everyday to go to a job he does not like only to keep his bills paid. He constantly thinks to himself will he ever escape his regular everyday work life or will he end up stuck where he is at. John knows that one day he wants to become financially free and change other people's lives within his family. He doesn't want his family to only look at him as just the regular person who works their normal job and just goes on through life.

Words:

Frustrated, Tired, Exhausted, Stuck, and Worried

Dream State:

John now runs his own online E-comm business making 40k a month over 400k a year. He has set himself free from his stressful tiring job. John now feels like he is not stuck in one

place. He is now able to spend more time with his family, take trips, and does whatever he pleases.

Words:

Happy, Financially Free, Unbothered

Roadblocks:

John feels like he is always tired and busy with his job that he doesn't have the time he needs to pursue his goals

Solution:

John is figuring ways on how he can spend less hours working his job to put more time into starting his online business

Product:

- Digital Marketing Agency
- Dropshipping Course
- Custom Marketing Audit plan

PAS (Pain oriented)

SL: How to quit your 9-5 for good...

Preview text: The pathway to building a full-time income with an ecommerce business.

What's your escape plan?

Do you have a detailed plan that's designed to take your ecommerce business and scale it into a 7 or 8 figure business?

To make you rich and build your wealth so that you're never going to worry about money again.

While having time and location freedom so that you can finally be the master of your own schedule.

Or are you just working on random things like logo, legalities and branding without a clear plan dedicated to maximising results? You may think "I need to differentiate myself and establish my name" but the reality is that you don't even know how to set up even the most basic marketing funnels.

Here's the kicker,

Can you even say that you're ever going to escape your normal mediocre life without a plan?

If you're tired of working hard without even knowing whether or not your business will ever take off,

Then discover how to maximise your chances of success with the perfect plan.