

## 4 questions

Target market → People who are looking for bags that are fashionable, sustainable, and good for travel. (The fv is for the new bag they just realest that is mainly for travel.) So target market travelers

2. Where is my reader right now? → So the reader is looking for a new bag for when traveling (the bag that you carry not the one they have to weight)

3. Where do I want them to go?→. So with the FV (Social media post) I want them to click the link in the bio

4. What do they need to see, feel, and experience to get them there?→

See: They need to see the post and go to the caption

Feel and experience: They need to feel the need for the bag and experience some emotions like pain while experiencing the bag would be the perfect pick for them.

- ***Target Market***

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

- People who will get the most out of the new Pakt travel bag are people who are looking for a bag that is fashionable, sustainable, and functional. This includes people who travel frequently, as well as people who are looking for a durable and stylish bag for everyday use.

- ***Avatar***

- ***Name, age, and face:***

- ***Name: Sarah Jones Age: 30***



- Sarah Jones, 30

- ***Background and mini life history:***

- Sarah Jones is a 30-year-old software engineer. She is passionate about travel and sustainability. Sarah loves to explore new places and experience different cultures. She is also committed to reducing her environmental impact.

- ***Day-in-the-life:***

- Sarah's day typically starts with a cup of coffee and a walk to work. After work, she meets up with friends or goes to the gym. On weekends, Sarah loves to travel and explore new places.

- ***Values:***

- Sarah values sustainability, travel, and experiences. She believes that it is important to take care of the environment and to experience the world.

- ***Current State***

- ***What annoys them?***

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- Sarah is annoyed by the fact that fast fashion companies produce so much waste. She is also frustrated by the lack of diversity in the travel industry.

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- ***What do they fear?***

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- Sarah fears not being able to travel as much as she would like.

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

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- Sarah lies awake at night worrying about her career and about her finances.

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- ***Dream State***

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

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- If Sarah could wave a magic wand at her life, she would be a successful software engineer who is known for her work on sustainable travel technologies. She would also be able to travel the world for work and for pleasure.

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- ***What enjoyable new experiences would they have?***

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- Sarah would enjoy traveling to all seven continents and experiencing different cultures. She would also enjoy meeting new people and learning about different ways of life.

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

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- Sarah would feel fulfilled and happy if she could achieve her dreams. She would know that she is making a difference in the world.

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## ***Roadblocks***

### ***What is keeping them from living their dream state today?***

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- Sarah is not living her dream state today because she is still in the early stages of her career. She is also facing some challenges in finding a job that aligns with her values.

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### ***What mistakes are they making keeping them from getting what they want in life?***

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- Not focusing on trying side hustles for more money

Not focusing on what's going on around here

- When traveling paying for bags

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

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- Sarah does not realize that her skills and experience are valuable.

She thinks working for someone else is the only way to make good money.

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## ***Solution***

### ***What does the avatar need to do to overcome the key roadblock?***

- Sarah needs to be more confident in her abilities and she needs to network more with people in the travel industry. She also needs to reach out to people who can help her achieve her goals.

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- “If Sarah believes in herself and networks with people in the travel industry, then she will be able to find a job that she loves and become a successful software engineer who is known for her work on sustainable travel technologies.”

Buy the bag that would save her money + time when traveling

- **Product**
- ***How does the product help the reader increase their chances of success?***
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- The new travel bag can help Sarah increase her chances of success by helping her to express her personal style and her values. The bag is also sustainable and functional, which is important to Sarah.
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- ***How does the product help the reader get the result faster?***
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- The new Pakt travel bag is a quick and easy way to update Sarah's luggage collection. The bag is also versatile and can be used for a variety of occasions, from travel to work to everyday use.
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- ***How does the product help the reader get the result with less effort or sacrifice?***
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- Made with high-quality material.

Less effort: Not having to check in their bag then weight it then lose time trying to find it.

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## ***SOCIAL MEDIA FV (PAS)***

Tired of dealing with bulky suitcases, unexpected bag storage charges, and the endless search for your suitcase at the carousel? ✈️

Or that frustrating moment when you're desperately digging through your bag, causing a total mess just to find one thing?

If this sounds like your travel story, our Pakt travel buddy was made with you in mind. 🧳

Stylish and meticulously designed, it saves you precious minutes with its clever organization features, ensuring you breeze through security.

Just click on our bio to meet your new travel buddy.

It's stylish and can save you time and avoid the surprise charges.

Click the link in our bio to start having stress-free travels!