

TAO OF MARKETING - MARKETING BOOK/AVATAR PROFILE:

Business Objective - **Sell a Marketing Book.**

Funnel Mechanism - **Facebook AD** -> Sales Page -> Checkout Email
Collect Transition -> Checkout Page + Upsell.

● Target Market

- Men or Women?
 - 80% Women
 - 20% Men
- Approximate Age range?
 - 20-55
- Occupation?
 - Business Students
 - Entrepreneurs.
 - Business Consultants
 - Small or Medium-Sized Business Owners. (0-10 employees)
- Income level?
 - Low to Average (30 - 64k/year)
- Geographic location?
 - Bulgaria

1. Who Am I Talking To?

- Avatar
 - Name, age, and face. - Mariya Nencheva; 34 yrs



■ Mini background and life-history

- Born In Plovdiv
- Married and has a 4 year old girl named Nevena.
- She recently decided to sell her cafe named The Garden, because she's looking for new opportunities and challenges to explore.
- She started a small business that provides the service of custom floral arrangements for weddings, anniversaries, birthday parties, etc. by designing and arranging bouquets, centerpieces, corsages, boutonnieres, floral arches, and other decorative elements.
- Studied Public Health and Health Management at the Medical University, Plovdiv And Studied Marketing at Plovdiv University "Paisii Hilendarski"
- Loves to travel, loves working out, **loves to read**, to learn new and interesting things, aims at personal development.
- She recently gained a new perspective on using useful online courses and resources to help her personal and business growth.
- Extremely high feminine energy; believes in traditional family values; Respects her man.

■ Day in the life:

- Mariya kicks off her day at 6:30 am, starting with a fresh cup of coffee and reading 20 pages of her book. Sometimes, if she's in the mood, she goes for a jog, enjoying the calm, peace and quiet of the early morning where she could charge up for the day and reflect on her thoughts. After her reading and occasional jog, she gets breakfast ready for her daughter and husband before sending them off to kindergarten and work.

Recently, Mariya bought a small store where she makes custom bouquets for special events like weddings, anniversaries, birthday parties, etc. She's dreaming big, wanting to launch a website and promote her business nationwide. However, she's facing some hurdles due to limited funds and her lack of experience with larger-scale operations. She's more accustomed to running a local café, where marketing was mostly word-of-mouth and the occasional Facebook post.

Even with these challenges, Mariya is driven to push herself and find the guidance she needs to build a brand that reflects her love for making people happy with beautiful flowers. Her days are packed with designing new bouquets, sorting out logistics, and networking to grow her business. This takes up most of her time, and she usually gets home between 7:30 and 8:00 pm.

In the evening, she cooks dinner for her family, relishing the time they spend sharing their day's experiences. This family time helps her unwind and regain her emotional balance. After cleaning up, she likes to relax on Facebook, scrolling through inspirational posts and quotes from famous authors, sharing the ones that really speak to her journey. Finally, she reads for about an hour before heading to bed between 11:00 pm to midnight.

■ **Values. What do they believe is most important?**

- She values **focusing on her vision, dreams, ideas, and destiny** rather than getting caught up in trivial conflicts.
- She believes in choosing battles wisely, indicating a value for discernment and strategic thinking.
- Her definition of success is tied **to personal growth and the pursuit of meaningful aspirations.**
- She values avoiding negativity and futile arguments, preserving her energy for more significant endeavors.
- She prioritizes her own journey and ambitions over trying to meet external expectations or seek approval from others.
- Family
- Nature
- **Self-Improvement:** Competes only with herself.
- **Resilience:** Learns from her mistakes.
- **Integrity:** Stands up against injustice.
- **Respect:** Values good deeds and people.
- **Gratitude:** Appreciates family and life experiences.
- **Authenticity:** Stays true to herself.
- **Mindfulness:** Values the importance of actively tending to one's mind.
- **Responsibility:** Emphasizes personal responsibility for mental cultivation.
- **Diligence:** Believes in the rewards of hard work and careful attention.
- **Consequences:** Recognizes the consequences of neglecting one's mental well-being.

■ **What do they despise?**

- People with no real goals for their life, who go about doing degenerate things.
- People that don't respect family values.
- People that don't respect nature and treat flowers like they are nothing more than weeds.
- Lazy people.
- **Mediocrity:** Dislikes dealing with mediocrity.
- **Inflated Egos:** Avoids people with inflated egos.
- **Envy:** Has no patience for envious individuals.
- **Superficiality:** Dislikes discussions that focus only on labels and superficial aspects.
- **Power Struggles:** Disdains those fighting for supremacy and power.
- **Irrelevant Conversations:** Avoids endless talks about irrelevant lives.

■ Outside Forces:

- Environment.
- Rude people.
- Husband
- Daughter
- Parents
- Social media
- Books.

2. Where are they Now?

○ Painful Current State:

■ What are they afraid of?

- Loneliness. *"At the beginning I was so busy getting my business going that I didn't make time for my friends and really couldn't. Old relationships had fallen by the wayside, and the only people I really interacted with on a daily basis were my employees."*
- Working too much and losing their friends and their relationship with family members.
- Not finding time to turn the brain and phone off for a day to recover!
- Costs keep going up. Can't raise prices fast enough. I'm afraid people will stop paying high prices for the service at some point.
- *"My personal life is pretty much gone as I'm usually working 7 days a week."*
- Surviving off the charity of a relative. Working 100 hour weeks for less than minimum wage.
- Working in the business vs on the business. Just getting bogged down in the day to day operations of the business vs working on long term planning of the business.
- *"It's a bit scary knowing that no one is coming to help and this is my fight alone."* - **Fairly Major Struggle**

■ - What are they angry about? Who are they angry at?

- A mindset that keeps floating around that the workers are actually what make a business, and they should all get to share the profits, always infuriates me. Yeah, you work, and you get paid for it. You want the profits?
- **Even when I'm on vacation I never really am.** The only time I get to truly unplug is when I'm on the road and there is limited service.
- **"Your business is not designed to provide enough value. No owner is entitled to profit." - THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.**
- "What you're saying is bullshit repeated over and over from the people who hate business owners and fail to understand how the world fucking works."
- *"You could take less and give that to your employees, since **THEY ARE doing the work.**" - THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.*

- *"Ironically the owners that are good at the finance game have very little to no personal risk."* - **THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.**
- *"Small business owners aren't very good at running their business and take their employees' salary as their income."* - **THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.**
- *"I gave up on it (career) after repeatedly getting discouraged by people around me for focusing so much on my career. I hate it because men around me are praised and enabled to give their best towards their career and I'll never receive the same treatment ever."* - **Major Reason TO BE Angry [WOMEN]**
- *"But do you find it hard balancing family life with **such a demanding role?**"* - **THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.**
- *"Marketing agencies calling me trying to sell me crappy leads"*
- **THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.** = *"Accept that it didn't work and move on to something else."*
- **THEY ARE ANGRY AT PEOPLE SAYING STUFF LIKE THAT.** = *You don't have a business. You have an expensive hobby.*
- Never taking a real vacation

■ **What are their top daily frustrations?**

- Not finding time to turn the brain and phone off for a day to recover!
- 1000% My business/job is now my identity.
- *Work life balance - you never really have "time off" and even when you do you're thinking about or doing something for your business. You never don't have anything on your to-do list so it's hard to learn to disconnect. No matter how hard you think you work for someone else, it's never the same as owning your own business.*
- *Knowledge- literally having to know everything. Not just making/producing the product your selling, you have to know how to manage everything - finance, HR, taxes, how to fix and maintain equipment, it stuff, insurance, payroll, cleaning, employees, industry/community hobnobbing, the list is endless and you can't even imagine the things you'll need to take care of or the things you don't know.*
- *Employees. Managing them, dealing with their emotions, finding and retaining good ones, managing interpersonal relationships between them, scheduling them, literally everything about having employees sucks, even with the good ones.*
- *My personal life is pretty much gone as I'm usually working 7 days a week. Monday through Saturday I'm in the field doing treatments. Sundays I'm stuck with billing and any other paperwork I have.*
- *Always something on the horizon/to do list and I'm always thinking about the next step in growth. If anyone has developed any useful tips for separating work and life, let me know.*
- **Cash flow - obviously Making consistent money to pay the bills and cover all the costs of the millions of expenses you'll need to pay for the business.**
- People offering to help who clearly don't know what they are doing get pretty annoying.
- Working in the business vs on the business. Just getting bogged down in the

day to day operations of the business vs working on long term planning of the business.

- Hiring/being able to afford to hire. I need to bring someone in in the \$65-\$80K price range right now to take some of the load off but then I have to make sure I can pay that and make them fully optimized to make what their worth for the company.
- I'm still covering shifts constantly. **But I have no work/life balance**, not making more than I was working my old job, but can't even take a day off. I'll take some jealous friends if I can **stop working like an insane person**.
- **Organizing my time.**
- **Being able to time block and make time for hobbies, friends, and self improvement activities.**
- **Always feeling overwhelmed.**
- **Loneliness.**
- **Lack of sleep.**
- **Not having a structured day.**
- **Dealing with the daily to weekly stress.**
- **Planning out vacations. Trusting people.**
- **Cost of business mainly cogs and labor and cost of fixing shit.**
- *"Cash flow. Which means sales. Which means marketing. Need to market to get more sales. **Need more sales to afford marketing**. It's a never ending cycle." - This is A MAJOR struggle as well*
- **Work/life balance. - Fairly Major Struggle As Well**
- Как да осъществим идеята / продукта си след като я тестваме? Къде да намерим надеждни производители / доставчици / складове? Правим ли фирма и каква ?
- **Чувства се като пълен идиот, защото не знае какво са конверсии, карусели, взаимодействие, платформи. Тези думи не им говорят нищо.**
- **Човекът всичко. Работник, майстор, доставчик, чистач, разносвач. Работят по 14 часа всеки ден.**
- **Чувстват, че правят някаква грешка или нещо им липсва, за да се развият на едно доста по-добро ниво.**
- Загубили са своя дългогодишен ментор в живота. Търсят ново предизвикателство.
- **Невъзможни срокове, ограничени бюджети, силна конкуренция и липса на стабилен екип**
- **Самокритика, перфекционизъм.**
- Стоят пред празен лист с недовършени стремежи.

- **Нещо все не им се получава да докарат нещата до успешен край.**
- **Не могат да стартират успешен бизнес.**
- **Трудно разпределят времето си и се разкъсват между семейните задължения и работата.**
- **В живота и в работата им липсва яснота, объркани са, бизнесът им е в застой и не знаят от къде да започнат.**
- **Трудно им е да привличат постоянен поток от лоялни клиенти и не успяват да се отличат в нишата си**
- Липсва им постоянство и дисциплина и все отлагат важните и трудни задачи с висока стойност.
- **Търсят начини да оптимизират и да автоматизират процесите в работата и бизнеса си, заради ограничените ресурси.**
- Сриват се до степен да трябва да имат близки срещи с доктори.
- **Харчат една торба пари за реклама**
- Маркетолозите съсипват всичко.
- **Хванали са се със 100 неща, които само отлагат.**
- **Не излизат от социалките и остават все по-объркани, разсеяни и стресирани.**
- Ти си амбициозен предприемач, **който се разкъсва между растежа на бизнеса и семейните ангажименти и си на на ръба да прегориш, защото ти е трудно да приоритизираш...**
- **Омръзнало им е да плащат за магически формули и общи приказки, които не носят никакви дългосрочни предимства за малкия им бизнес.. -**
ГОЛЯМО ВЪЗРАЖЕНИЕ
- **Харчат безразборно за магически курсове и книги с примамливи заглавия и се надяват на успех само за 3 дни...**

ти не инвестираш, ти залагаш

- Стартиращите бизнеси са на принципа "Колкото пари вкараме, толкова пари ще изкараме."
- **Не са постигнали това, което са си представяли за техния малък или среден бизнес.**
- **Все още има хора, които държат те да си постигнат всичко сами, плащайки с пари и най-ценният си ресурс - време.**
- Липса на правилна среда, подкрепа и разбиране.
- **Ограничаващи вярвания, които им пречат като "не съм квалифициран", "не съм подготвен", "работата при мен е друга", "това не мога да го направя".**

- You **don't know where to start, what to focus on** and left **feeling muddled?**
- You've got an idea but **you don't know if it's the right one?**
- Or your current business has **hit a ceiling and you don't know how to take it to the next level?**
- **An aspiring entrepreneur with not much of a business experience.**
- **Because most of us start with a low capital base, the learning and acquiring process is difficult** and can often mean reinvesting most of what you have back into the business. This can be very disheartening in the early years as your peers continue to grow in their careers and can turn off when they go home.
- **I'm of the opinion that the only people who actually understand what it's like to run a business are... other business owners.**
- **High expenses. Working 100 hour weeks for less than minimum wage. If they had to pay someone market rate it would go under.**
- **Taking out loans and digging into savings with the hope that things will get better but without any real plan to make it better.**
- **Every problem is YOUR problem.**
- Working like 60 hour weeks for 20k a year pretty much.
- **I have a breakdown and thinking about my own potential small business and these figures just don't seem possible to do.**
- **High turnover, inconsistent results, unhappy customers.**
- **Burned out.**
- The costs for any business with inventory has dramatically changed
- **Costs increased every year. Taxation, accountancy fees, advertising and other costs eat up all my revenue. I can't pay myself.**
- **We had little structure, few formal processes, our strategy was no longer being followed and we were burning through cash during our growth quest.**
- **Despite being good at what I do (growing flowers/making bouquets) I have a hard time getting new clients since I struggle to get my name out there.**
- **Hiring/being able to afford to hire. I need to bring someone in to take some of the load off but then I have to make sure I can pay that and make them fully optimized to make what their worth for the company.**
- **Loneliness. Most people you interact with as a business owner you're trying to sell to, are trying to sell to you or work for you. I can't really make friends with any of these people because business is business.**
- Working x amount for free, pushing all your money into it, not knowing if you'll ever see it return.

- Doesn't know how to run a business.
- There is no mention of how to determine the value of your product.
- I entered a world foreign to me where I was trying to establish business relationships as a newcomer in an environment of long-standing business relationships. This cost me my life savings.
- Yep, when you're a small business most employees feel that they're doing you a favor by sticking around rather than feeling like they have a job.
- I am new to marketing and e-commerce and I spend a lot of time and head scratching because I don't have a resource to teach me about content, warm/cold outreach, paid ads, etc.
- I didn't know what I was doing when I started my business. I kinda ruined it but I'm not about to give up just yet.
- Feel overwhelmed or need some direction.
- Small business entrepreneurs often get it tough.
- **A lot of friends and family don't get it. Why does everybody think it's just a "cute hobby"? Meanwhile I'm over here trying my ass off. Anyways, working on my launch right now just looking to build the support system. Girl power, am I right?**
- And one thing I have faced in my entrepreneurial journey is that most men do not look at me with conviction. They may not say anything overtly but my voice does get muffled with all men chattering away.
- It's been such a stressful time and doing it all solo.
- It's exhausting and soul destroying so yeah.
- I have been feeling lonely for way too long!
- I was going through the effect of *Inferiority complex*, I had already lost time where I could have made a genuine impact on the world.
- Female business owners definitely have a harder time.
- **The problem is that I don't have a lot of personal connections at all.**
- "My **lack of a network** is a major disadvantage and hence I've been hesitant to start."
- You are the one responsible for executing business plans and winning new business, but you might also be answering the phones, filing the paperwork, and dealing with vendors. **The smaller your business, the more tasks you're likely to have.** This time crunch can be difficult to manage and can cause **important matters to fall through** the cracks.
- **Nothing can hold a business back like money problems.** is even more true for small businesses. While most larger companies have enough cash flow to keep up with payroll and keep the lights on, small businesses are often in a

less stable situation.

- **Small business owners give up their own salaries in order to pay their employees and vendors.**
- **For small businesses, growth often comes with growing pains.** In many instances, you have to make the choice between **working long hours**—and asking your staff to do the same—or finding ways to cut corners.
- **Advertising is expensive** and word of mouth is slow-moving.
- **They fail to get sufficient resources for a smooth flow of operations.**
- **The biggest challenge is maintaining the business profitably.**
- **They do not know how to utilize the available resources optimally.**
- **Lack of consistency.** Many try to be active on all of the social media platforms but don't have the resources for it and then look like they're asleep at the wheel when it may have been more prudent to focus on one social network + email and knock those out of the park.
- **Ultimately lack of necessity.** Many SMEs are B2B because B2C is dominated by big players.

- **They're insecure about who they are as a person**

- *"Myself. Almost always my undisciplined self."* - **FAIRLY MAJOR Identity STRUGGLE.**

- **"Work/life balance. I am a one-man show** (I have an online craft supplies business and design patterns.)

I process 15-20,000 orders a year, carry 6,000 products, and I work from home.

I love my job, and the pandemic was very good for business, but meant that I worked every day of the week, most waking hours." - **Fairly Major Struggle**

- **"There is simply not enough profit in the market to provide employees with the wages they demand to give a shit."** - **MAJOR STRUGGLE, tying it back to EMPLOYEES**
- **"Tried advertising for a few months and ran out of funding... it was quite more money than I had anticipated or ever would have expected to be paying."**
- **"Often my business requires me to do things that I'm not an expert in, which also costs a lot of extra time."**
- **They might be or feel like they're under-capitalized** (low funding)
 - *"If only I had more money to take advantage of certain opportunities."*
 - *"If only I wasn't on ground zero it would be great. Or below the ground in debt. What am I supposed to do?"*
- **Over-leveraged by time** (Not enough time)
 - *"I wish I had more time. Then I would be more successful."*

- They don't possess certain (marketing and business) skills and abilities.
 - "Can we find an opportunity that does not require certain skills and abilities so **anybody** could do it?"
 - "Are there such opportunities, or is it worth **the discipline and the investment of time** to acquire these skills and abilities."
- They are scared to get out of their comfort zone.
 - "We know in the long term that if we get out of our comfort zone it will be better for us, but in the short term it hurts too much. So we sabotage ourselves in the long-term just to get these stupid little short term benefits."
- They have more opportunities placed in front of them than they could even consider, much less take advantage of.
- They often get little things get in the way and they're afraid of making the "wrong" decisions
 - As if it really is such a thing in this approach.
- Support from others for what you're trying to do isn't what you'd like it to be.
- They believe most marketers do not have their best interest in mind when trying to "solve" their problems. - **Possibly A MAJOR OBJECTION**
- They face confusion and conflicting information on a daily basis (get into detail about this. What exactly are they getting as information?)
- Lack of budgets to advertise or hire any agency or person.
- "I'm already beginning to run dry on content ideas and marketing."
- "The performance of our content varies pretty drastically, so it's pretty hard to figure out what to improve upon."
- "I'd love to help generate some sales, but I'm at my wits' end. I've been doing a ton of research, but I feel like I'm completely missing something."
- "Completely burnt out and over stretched."
- "As a new business owner it's overwhelming but of course being new we have 0 funds!"
- "Feels virtually impossible to generate business engagement without ad spend."
- Branding, product/service price, and market positioning are bad.
- Their website is confusing, hard to navigate, slow to load, etc.
- Finding and keeping the right crew members
- "There are so many marketing options it's hard to know where I can reliably go for consistent results without a whole lot of (expensive) trial and error." - **MAJOR OBJECTION**
- "Every single one of my ad efforts on social media has flopped."
- "Reaching the target market posed significant challenges that nearly led me to relinquish my efforts."
- "Sales are in free fall and we'll be lucky to see the end of the year."

- 1 year in business and no sales.
 - "I invested money from my own salary and I have this huge burden on my shoulders that I need to get the money back."
 - "It also doesn't help that I have anxiety and I question absolutely everything about me and the business."
 - Self doubt and imposter syndrome are huge in all business owners, especially new businesses.
 - "The point I am making is trying to grow a business can be very difficult when you are doing something that a million others are doing, which is trying to grow a business."
 - "Feels like everything that could have gone wrong has - and now I have no funds to continue."
 - "Super ADHD and I'm always worried about forgetting something vital, resulting in a big mess months from now."
 - "The unpredictable income."
 - "Balancing it with all the other shit life throws at you."
 - Doing a ton of busy work and not really understanding whether or not it is having an impact on their bottom line.
 - Small businesses are constantly paying giant retainer fees to random agencies in hopes they'll be the savior.
 - Burnt through hundreds of thousands of dollars through trial and error trying to find what truly works!
- **- What are they embarrassed about?**
 - Feeling like they're not qualified to run this business, due to experiencing setbacks after trying different strategies.
 - When something she tries doesn't work, she's sometimes hard on herself. Almost like she shouldn't be running a business.
 - She's experiencing imposter syndrome, because she believes it's hard to do everything perfectly and sometimes that leads to negative self-talk.
 - **How does dealing with their problems make them feel about themselves?**
 - "I think imposter syndrome is a common issue/struggle as well. It's hard to do everything perfectly and sometimes that leads to a lot of negative self talk!"
 - "Finding the proper support, time, and motivation some days... I do feel stuck some days, I feel that I am not qualified (I do not have any university degree)... also I have to have a full time job just to make sure my child has everything covered, which takes a lot of time and make the "build a successful startup/business" a lot more slower."
 - "Reaching the target market posed significant challenges that nearly led me to relinquish my efforts."
 - "Just wrapping my head around all the different digital marketing strategies and when to use what. The learning curve is steep."
 - **What do other people in their world think about them as a result of**

these problems?

- *"The biggest asset any business owner has is their time. That is what limits them unless they get tasks off their plates."*
 - *"They are all about their business because it literally becomes their life. They don't get to have anything else but that. Most of them have sunk most of what they have into that business."*
 - *And the smaller the business, the worse it will be since they have to deal with everything."*
 - *"Small businesses tend not to use tools because they don't know about them, and then when they learn about them they don't want to spend the money. But with the tools, you're not just guessing what you should try, you're not just coming up with creative ideas or using bland/bare minimum tactics like you list, you're not just copying competitors, you're not just pouring money into ads and expecting that to do all the work, and you're not expecting someone who doesn't know much and/or who doesn't have much to work with to work miracles."*
 - *"So it drives me nuts when I see small business owners doing a ton of busy work and not really understanding whether or not it is having an impact on their bottom line."*
 - Giant conglomerates with tons of money to throw at paid search are going to price them, outspend them, and just generally itemize their process at an efficiency that they cannot compete with.
 - They don't know how to identify how their best customers behave, how they buy, where they are (social media platforms, communities, groups etc.), how they consume content, how they learn, how they solve problems etc.
 - A shocking number of small businesses have no idea what works and don't create repeatable processes that can be executed by themselves or additional employees.
- **If they were to describe their problems and frustrations to a friend over dinner, what would they say?**
- I do miss the days where I could complete my task list, shut off my brain and walk out the door. An extended holiday would be nice as well
 - Employees. Managing them, dealing with their emotions, finding and retaining good ones, managing interpersonal relationships between them, scheduling them, literally everything about having employees sucks, even with the good ones.
 - **Knowledge- literally having to know everything.** Not just making/producing the product your selling, you have to know how to manage everything - finance, HR, taxes, how to fix and maintain equipment, it stuff, insurance, payroll, cleaning, employees, industry/community hobnobbing, the list is endless and you can't even imagine the things you'll need to take care of or the things you don't know.
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startup/business" a lot more slower

- Employees. It's always employees. - **BIGGEST ROADBLOCK** - "We have a successful small business. Makes us good money. We are going to sell it. Why? Employees."

- "Acting childish, complaining over arbitrary tasks, constantly late and a lot of talking behind people's backs."

- *"Tried advertising for a few months and ran out of funding... it was quite more money than I had anticipated or ever would have expected to be paying."*
- *"Getting in front of warm leads. It's hard not to feel buried amongst competitors that offer an inferior product, especially with cold outreach, online ads etc."*

- Basically it's tough to differentiate yourself, without saying too much, because that'll push people away too. Growth is a slow grind."

- *"Often my business requires me to do things that I'm not an expert in, which also costs a lot of extra time."*
- *"I'm already beginning to run dry on content ideas and marketing."*
- *"The main issue is we don't have much of a budget and don't know how to best utilize them." (Paid Advertising Channels)*
- *"As a new business owner it's overwhelming but of course being new we have 0 funds!"*
- *"Feels virtually impossible to generate business engagement without ad spend."*
- *"There are so many marketing options it's hard to know where I can reliably go for consistent results without a whole lot of (expensive) trial and error."*
- *"Every single one of my ad efforts on social media has flopped."*
- *"Reaching the target market posed significant challenges that nearly led me to relinquish my efforts."*
- *"Sales are in free fall and we'll be lucky to see the end of the year."*
- *"It's so hard & my struggle is idk my target audience so I'm just putting stuff out there hoping to get some results back on my possible target audience."*

○ **Desirable Dream State**

- **If they could wave a magic wand at their life and change it immediately into whatever they want, what would it look like and feel like?**
 - Envisioning your business as a franchise to streamline systems and create consistent results.
 - To navigate the initial steps of my entrepreneurship journey and bring life to my idea.

- To regain focus on their business and to bring it to greater profit.
- To simplify complex concepts into actionable steps
- To move forward much faster.
- Want to start a business, understand their market, enter new markets or increase their sales channels
- Learn the ability to make the best decisions you can, to identify issues, to communicate and adapt quickly.
- Not going down the wrong route which will waste weeks of time.
- A full operation manual for THEIR businesses.
- Improvement in their sales or customer engagement.
- Steadily build their venture's strong online presence, expand your customer base, and pave the way to long-term growth and success.
- Find the missing answers to the questions they have been searching for in their entrepreneurial journey!
- Using these guiding principles my business is growing faster than ever!
- To have someone break things down in marketing and expedite my learning curve.
- To learn more about marketing in the 21st century and also the specific action steps to perform to develop a solid, functional and sustainable plan.
- Want to grow their business without wasting time and scarce money on marketing.
- How to set up a business so it can run without you. The freedom that comes from building a business that can thrive without you.
- Getting some significant value back at the time of sale from the blood, sweat and tears they invested to build their business.
- From a failing business, where I couldn't give my services away for free... to making \$10 dollars for every \$1 spent.
- Putting the right structure in place with measurable targets.
- To start or run a business in which you are involved with and care for your community (employees and customers)
- To Charge a Lot More Than You Currently Are.
- To ensure the stuff you spend your time on makes the biggest impact.
- Giving much more value, attention, reassurance, and results to a customer.
- Make Your Product So Good, Prospects Find A Way To Pay For It.

- To be one of the fraction of female entrepreneurs who blow past \$2 million and keep growing.
- Owning my own time and building a business that reflects my values.
- I want it to grow more. I just need more reviews and more clients.
- The chance to contribute to a positive change in the industry.
- Take on leadership roles and contribute to paving the way for others.
- Being able to affect real change. If you see a broken or outdated way of doing things, you can be the one to fix it.
- We not only have goals and aspirations for ourselves, we also want to lift others.
- To refine my own idea for my life and craft a vision of future opportunities I'd like to explore and also learn to say 'no' to things that are not in alignment with my values, to help me live a life I find most fulfilling.
- Living their passion every day and keeping themselves energized and inspired.
- The ability to have a baseline of predictable income in your business...
- Being able to feel like you are in control of how much revenue you generate...
- That there is an end in sight for the revenue rollercoaster...
- That you want marketing and sales that feels good and doesn't make you feel icky when you bring it online...
- And... a business that is in harmony with the rest of your life.
- I want other female and aspiring female leaders to know that being the only woman in the room, while scary, can be a great first step to opening doors for yourself. Once you walk through that door, you crack that open for your fellow female warriors, and that is how you pay it forward.
- To figure out solutions to customer problems and see the real-life impact on end users. **The feeling of delighting customers never gets old!**
- To run a company that makes enough money to train and employ the next generation of artisans and offer enough flexibility that it can be a viable employment option for talented working mothers. I'm not going to become a millionaire doing what I do, but I might be able to create something of value that will make my rural community a place worth living and working in.
- They want an in-depth strategy that tells them exactly what they should be doing for their brand.
- To effectively capture the attention and engagement of their desired audience.
- To have digital marketing skills and a product worth buying.
- Positive cash flow
- A good team

- **To provide a high quality service or product that their clients appreciate.**
- **To own at least 5 businesses** before they retire.
- To provide the most effective tailored service out there.
- **A successful business that allows them a decent lifestyle, room to grow and serves a real purpose in the community. - I THINK THIS IS A MAJOR OVERARCHING DESIRE**
- **To grow and and have every year feel more and more exciting.**
- **People recognize their hard work and know that working for them is a guaranteed paycheck.**
- **To build a sense of community.**
- To see that **it was all worth it** in the end.
- They want people to know **they are in good hands and their money is spent well.**
- To be **good at their business, to be a leader,** and have great employees.
- They want **to be comfortable and want to know that money is never an issue.**
- To **simplify and standardize** everything that happens in the business.
- To **make people feel good** about working with them in a genuine way.
- To greatly **reduce growing pains and enable key turning points** in the structure of my business.
- To transform their business, to **elevate it from mediocrity to extraordinary.**
- **To be the rock** their friends and family look to for strength and support. If they ever struggle they can lift them up and say: "I got you."
- To see the smiles stretch from ear to ear on their friends and family's faces when they show them what they've done.(needs to be more specific, depending on context)
- To build **a business that supports the life they want to live.**
- **Making consistent money to pay the bills and cover all the costs of the millions of expenses they'll need to pay for the business.**
- Being able to afford to hire someone who can take the load off.
- **Being able to time block and make time for hobbies, friends, and self improvement activities.**
- **Need more sales to afford marketing.**
- **To be praised and enabled to give their best towards their career**

- Refuse to settle for anything less than complete success.
- Their business provides immense value to the community and the world.
- Enough free time to spend with their friends, family and favorite activities.
- Not having to know everything and being able to delegate tasks to qualified personnel.
- Being able to afford to hire qualified employees that can take the load off while doing their job right.
- To have a structured day, where they check-off all their tasks and are left with 3-4 hours of spare time.
- Consistent results and happy customers.
- To have a clear understanding on how to get new clients in and get their name out there.
- To establish business relationships even as a newcomer in an environment of long-standing business relationships.
- To gain a clear direction on what the next step is and how to apply it without risking their whole budget.
- To be looked at with conviction. To inspire belief in their capabilities as a business owner.
- To be able to keep up with payroll and keep the lights on.
- A rich and proven knowledge vault where they can draw inspiration for content ideas, marketing so they can generate more sales.
- To be able to generate business engagement without enormous ad spend.
- To have their branding and product positioned correctly.
- To know which marketing strategies are best to use without a whole lot of (expensive) trial and error.
- To reach their target market with sniper precision.
- Да се превърнат в опитен стратег на своя собствен бизнес, за да имат възможността да изкарват повече пари, което ще им позволи да прекарват много повече време със семейството си.
- Имат нужда от нещо сериозно и реално
- Да се чувстват като маркетинг експерта в семейството, който разбира как работят фуниите, конверсиите, взаимодействието и рекламите и умее да борави с тях.
- Да знаят коя е следващата правилна стъпка, за да развият бизнеса си на едно по-добро ниво.

- Ново предизвикателство, което им предлага шанса да следват ментор, който ще им покаже пътя през многопластовата обвивка на дигиталния маркетинг.
- Изпробвани начини да оптимизират и да автоматизират процесите в работата и бизнеса си, за да компенсират ограничените ресурси.
- Да харчат една торба пари за реклама, която им носи три пъти повече.
- Да бъдат все по-подготвени, съсредоточени и заредени докато развиват малкия си бизнес.
- Да платят за качествен ресурс, който ще им донесе дългосрочни предимства и ще им помогне да постигнат това, което си представят за техния малък бизнес.
- Да знаят, че са квалифицирани, подготвени и уверени, че имат решение на изникналите казуси.
- **Да знаят какво Да и какво Не работи, за да могат най-сетне да докарат нещата до успешен край.**
- **Freedom and Flexibility**
 - Dream State: "I want the freedom to work from anywhere, control my schedule, and create a life on my terms."
 - Customer Language: "Да имат правото на избор и свободата да творят. Да работят от където желаят и сами да създават своята реалност."
- **Recognition and Authority**
 - Dream State: "I dream of being seen as a leader, mentor, and expert in my field."
 - Customer Language: "Да бъде лидер, ментор и експерт в бизнес средите."
- **Business Growth and Success**
 - Dream State: "I want my business to grow rapidly, surpassing the average standards, and achieve significant financial success."
 - Customer Language: "Да развият бизнеса си до ниво надминаващо средните норми в България."
- **Financial Independence**
 - Dream State: "I aspire to be financially independent, travel the world with my family, and enjoy life without financial stress."
 - Customer Language: "Да бъдат финансово независими и да пътуват по целия свят със семейството си, дори работейки в България."
- **Work-Life Balance**
 - Dream State: "I seek harmony in my personal and professional life, ensuring I have time for my family while advancing in my career."
 - Customer Language: "Да осигурят на семейството си хармония и щастие, а на себе си увереност и напредък в бизнеса, без да променят дневната си рутина."
- **Confidence and Clarity**

- Dream State: "I want to feel confident in my business decisions, have a clear vision, and achieve my goals efficiently."
 - Customer Language: "Да се чувстват по-уверени, да търсят най-доброто в себе си, да го прилагат, да следват и най-вече да изпълняват целите, които си поставят."
- **Community and Support**
 - Dream State: "I wish to be part of a supportive community of like-minded entrepreneurs who inspire and help each other grow."
 - Customer Language: "Общество от стойностни хора, които се подкрепят и вдъхновяват взаимно."
- **Efficiency and Effectiveness**
 - Dream State: "I want to achieve more in less time, using effective strategies and systems that streamline my business operations."
 - Customer Language: "Да постигнат целите си не по лесния, а по бързия начин."
- **Continuous Learning and Innovation**
 - Dream State: "I aim to constantly improve, stay informed about market trends, and innovate in my business practices."
 - Customer Language: "Да обогатяват своето съзнание и чрез знания да подкрепят промяната в техните клиенти."
- **Personal Fulfillment and Happiness**
 - Dream State: "I desire a fulfilling life where my business aligns with my passions and provides me with a sense of purpose."
 - Customer Language: "Да живеят живота по свои собствени правила."
- **Business Growth and Success**
 - "I want my business to grow rapidly, achieving significant financial success and long-term stability."
- **Freedom and Flexibility**
 - "I want the freedom to work from anywhere, control my schedule, and create a business that runs without me."
- **Confidence and Clarity**
 - "I want to feel confident in my business decisions, have a clear vision, and achieve my goals efficiently."
- **Streamlined Operations**
 - "I dream of having streamlined systems and processes to ensure consistent results and efficiency."
- **Effective Marketing**
 - "I want to master marketing in the 21st century and use effective strategies to grow my business without wasting resources."
- **Financial Independence**
 - "I aspire to be financially independent, ensuring a steady and predictable income."
- **Impact and Recognition**

- "I want to make a significant impact in my industry and community, and be recognized for my hard work and leadership."
- **Customer Satisfaction and Engagement**
 - "I aim to provide exceptional value to my customers, ensuring they feel valued and satisfied."
- **Work-Life Balance**
 - "I seek harmony in my personal and professional life, ensuring I have time for my family while advancing in my career."
- **Continuous Learning and Adaptation**
 - "I aim to constantly improve, stay informed about market trends, and innovate in my business practices."

■ Who do they want to impress?

- Family And Friends.
- Themselves.
- Small Business Society
- The World.

■ How would they feel about themselves if they were living in their dream state?

- They would feel they have a purpose in life, that what they do matters not only to them, but to lots of people.
- They would feel complete, in harmony with their life.

■ What do they secretly desire most?

- They want to be a good source of influence and provide for their family and community.
- They want to be able to affect real change in the world.
- They want to be able to travel the world freely and bring their family along for the ride.
- A business that can run without them being involved.
- They want to pave the way for others in their journey to success - to be a mentor.

■ If they were to describe their dreams and desires to a friend over dinner, what would they say?

- To run a company that makes enough money to train and employ the next generation of artisans and offer enough flexibility that it can be a viable employment option for talented working mothers. I'm not going to become a millionaire doing what I do, but I might be able to create something of value that will make my rural community a place worth living and working in.
- "Искам да контролирам времето и да управлявам деня си, за да не пропускам важните моменти от живота на децата ми."
- I want other female and aspiring female leaders to know that being the only woman in the room, while scary, can be a great first step to opening doors for yourself. Once you walk through that door, you crack that open for your fellow

female warriors, and that is how you pay it forward.

○ Values, Beliefs, and Tribal Affiliations

■ What do they currently believe is true about themselves and the problems they face?

- *"People are just always trying to find a way to make money off other people, so I don't know who to trust."*
- *"But our job is to make sure everyone else can do their job. Have managed to get great employees as long as I make sure they have the tools to do their job. Ignore them and you have issues."*
- *"At the end of the day it's about money and profit. You can motivate yourself with money but getting fanatical vision support is a worthless goal unless you run a nonprofit and people join because of the vision. In my opinion there is a difference between having everyone share a vision and being a good employer with wages worth working for."*
- *"Honestly, it's motivation. After dealing with customers, employees, and the never ending list of BS, I find myself less and less interested in what I do. It's probably the result of all of the other things people have answered in the topic. Maybe, I'm burnt out."*
- *"Organizing my time. Being able to time block and make time for hobbies, friends, and self improvement activities. Always feeling overwhelmed. Loneliness. Lack of sleep. Not having a structured day. Dealing with the daily to weekly stress. Planning out vacations. Trusting people. Cost of business mainly cogs and labor and cost of fixing shit."*
- *"Business is doing really well at the moment, but we keep our minds in a place that it is still day one and it could fall apart any moment.:"*
- *"I got drinks with a friend who also owns a successful company recently and she said that she believes **everyone starts a business because they're trying to prove something to someone- whether it's themselves, their parents, their peers, etc.** I really resonated with that, and I'm starting to understand that **I use my company as a crutch to prove that I'm worthy of love/respect/friendship/consideration. I'm insecure about who I am as a person, so I've integrated it into my personality to compensate and be like "look! see! I can do great things!":***
- *"My struggle is **deciding to fully commit to the business.** It's too easy to go to work everyday at a job that I enjoy. Also the security of something bigger than myself for support. It's a bit scary knowing that no one is coming to help and this is my fight alone."*
- *"Work/life balance. I am a one-man show (I have an online craft supplies business and design patterns.) I process 15-20,000 orders a year, carry 6,000 products, and I work from home. I love my job, and the pandemic was very good for business, but meant that I worked every day of the week, most waking hours."*
- *"**I think work/life balance would be a pretty common struggle for most business owners. It's easy to spend too much time working on your "baby."** The question was about our biggest struggle. That's legitimately mine, but not a complaint. Just a lot of work." :)*
- *"There is **simply not enough profit in the market** to provide*

employees with the wages they demand to give a shit.”

- “There are large swaths of businesses that are funded by things that are not affected by supply/demand in the way that a normal 'widget retail sales' business would be.”

- “Those businesses (**small**) are crucial for society, and I guarantee you that if we started going through all those types of businesses, you wouldn't want them to close. And you certainly wouldn't want them to be in the hands of massive corporations, rather than small business owners.”

- “It's almost like most small business owners aren't rolling in the dough. & **only one person between the owner & the employee loses their house if the business goes under.**” - **MAJOR BELIEF**
- “And only one person gets leveraged profit when the strategy works out.” - **Not a very popular belief.**
- “Yup. Take bigger risks. Earn bigger rewards.” - **Fairly Popular Belief**
- “Anti-Workers always want the business owners to pay more wages for less/zero work. And business owners have negative profits.”
- “Getting in front of warm leads. We have an incredible close rate on leads that have heard of us, and word of mouth generates a ton of business. But it's hard not to feel buried amongst competitors that offer an inferior product, especially with cold outreach, online ads etc.

- Basically it's tough to differentiate yourself, without saying too much, because that'll push people away too. Growth is a slow grind.”

- “All the points made above and when a man dedicates his life to his company, there's frequently a woman at home managing the household, kids, and letting him engage in that element of life whenever it's convenient for him, allowing him to "have it all.”

- When a woman dedicates her life to her company, she either doesn't get to have anything else, and if she tries, she's harshly criticized for missing the spouse's this or the kids' that... and rather than having it all, she barely has the company and she's fighting an uphill battle the whole time.” - **THIS IS THE MOST POPULAR BELIEF FROM WOMEN**

- “Exactly, women typically do not have people who will support them like men do. Also, men get to where they're at by the help of other men. Women do not have men willing to make deals with them, support them, give them networking connections that are valuable, etc. men usually only help other men.”

- “We also don't always have women who are willing to help and network with us either. Society has ingrained in us for so long that we are finally like "no. I will support other women because that's what should be done. They are not my competition.” But we still have a long way to go with that as well.”

- yeah, women a lot of times (although some do make an effort to help other women that I've seen which is great I love that but it's not the majority) want to network and help men, and men

want to network with and help other men. So women are on their own in a lot of ways.

- Agree with a lot of other answers but women also are less likely to receive VC funding in comparison to men.

- These exist but VC investment can be a more of a "who you know" type system and there's probably 1 woman only investor for every 1000 investors that skew towards men either consciously or unconsciously

- "The very minute a customer stops paying you, you stop working. It sounds simple but it's not. This may be a person you've built a long relationship with, you may have a ton of momentum on an interesting project and you might even have more business coming your way if you finish the current project. Forget all that. If you are not getting paid, stop working and find someone else who will pay you on time every time."
- The more successful you get, the further away you'll get from the passion work that initially fueled you. Find a way to stay tied to what you originally loved about the product/process/service.
- "I'm pretty sure there's marketing firms out there that will cover your ad cost in exchange for a healthy percentage"
- "Neither of us have any marketing experience—or even much job experience for that matter—but I feel like we should've seen at least a little progress by now. I would've at least expected it to get a little easier, but it hasn't."
- "A lot of local firms wouldn't help me as I was too small or their pricing structures were wildly overpriced in comparison to my overall takings."
- "Many of the marketing avenues people are trying to sell to me just seem like a waste of money."

- Lots of print marketing, lots of targeted ad impressions, social media management, radio ads, and even movie theater preview ads.

- Like someone mentioned, even with a wonderful product or service such as mine (we have had nothing but 5 star reviews literally over the course of 20 years) but this doesn't matter without visibility of your brand. Your online visibility can be buried if you don't have a large marketing budget that continues to beat out your competitors. Why do you think large brands and stores spend billions of dollars marketing year after year?

- Basically unless you play the marketing games of paying google/facebook, etc. typically experiencing more waste than results, you will need some other strategy (that I clearly don't know or clearly cannot pay someone who claims to know.)

- "Having consistent hours. I see people all the time have weird hours, close up shop early, or come in late etc. This is a great way to piss people off and lose customers."
- "Personally, I find it most difficult to avoid the burnout. Sometimes it gets so repetitive and the day in and day out just becomes so bleh and routine..."
- "The isolation. You can be friendly with your staff, but you must be prepared to terminate anyone on your staff. So you learn not to get too close."

- **Your staff often don't appreciate the stress that you're under.** Your family and friends don't appreciate the stress that you're under. **Only other small business owners can appreciate it."**

- "Staff tend to only see the **benefits** of owning or running a business. They rarely see or understand the **burden**."
- As a very small business owner with no employees but myself plus a few independent contractors, virtually every waking moment is dedicated to operating my business.

-The old saying "you'll never work harder than when you work for yourself" is absolutely true.

-What I don't do, however, is give my friends an ear beating nor do I promote my business or discuss business during casual conversation because my friends are not my customers.

-I'm happy to talk about business when asked but that's something that rarely happens because honestly I don't have many friends.

- It sucks, **everyone thinks I'm lucky to have this thriving business but I have no social life and am single with no time to date/meet women.** If I do meet someone will she want to be tied down to all this? Maybe.. but it's a lot to ask
- "I feel like the lack of sales is impacting my creativity regarding my products leaving me with a 'bleh' feeling whenever I try to create something new."
- Честно казано жалко, че всичко извън клуба и Лайфхак е толкова посредствено.
- Има и още нещо - тук, за разлика от ФБ, питаш и получаваш отговор, без излишен хейт, без да се притесняваш.
- Интернет се задъхва от формули и рамки, създадени от хора, които никога не са били в окопите на бизнеса, но ще ти обещаят всичко за 29 лв. - **ГОЛЯМО ВЪЗРАЖЕНИЕ**

■ Who do they blame for their current problems and frustrations?

- Unqualified personnel
- Dishonest people
- Banks, System, Government
- Bad accountants
- Economy
- The lack of profit in the market to be able to hire people who care about their business as much as they do - **MAJOR STRUGGLE, Tying it back to EMPLOYEES**
- България е скапана държава
- Хората са тъпи и не стават
- Their own competence and lack of skills.

■ Have they tried to solve the problem before and failed? Why do they think they failed in the past?

- Trust me, I've tried it(ORGANIC SOCIAL MEDIA). In order for people to even give a

singular crap you have to be editing a lot and unless you do that you are guaranteed to get 0 views.

- **Tried advertising for a few months and ran out of funding...** it was quite more money than I had anticipated or ever would have expected to be paying. At least smaller companies because I've been told by 5+ advertising and marketing consultants I need at least \$1,250 a MONTH straight to google for leads, and at that rate it will take anywhere from (6-8 months) for the ads program to "optimize". **I find this ridiculous and am determined to find another way to attract customers.**
 - The performance of our content varies pretty drastically, so it's pretty hard to figure out what to improve upon. We can have one post get barely 20 views and the next get over 400. Outside of social media, we've tinkered with the idea of fliers, lawn signs, Google ads, mailers, cold calling, and a few other things. **The main issue is we don't have much of a budget and don't know how to best utilize them.**
 - Things I've tried over the course of 20 plus years and in no particular order. Large marketing agencies, smaller digital marketers, optimized google my business page, google paid ads, Facebook/instagram ads, Nextdoor, yelp, angleslist, Craigslist, business cards, seo optimized websites, placing signs around town, penny savers, local papers, circulars, direct mailers, door to door flyers, I can go on and on.
- **How do they evaluate and decide if a solution is going to work or not?**
- "Why don't the employees just go start their own business if there's no risk, more rewards, & less work?"
 - The very minute a customer stops paying you, you stop working. It sounds simple but it's not. This may be a person you've built a long relationship with, you may have a ton of momentum on an interesting project and you might even have more business coming your way if you finish the current project. Forget all that. If you are not getting paid, stop working and find someone else who will pay you on time every time.
 - "I'm a small business owner of 9 years and whilst this sounds amazing, I simply wouldn't have the time to invest in all of the learning materials you'd supply.
- I'd much rather have someone that offers that and does that for the business instead of me as my time is so filled from everything else related to the business." - MAJOR OBJECTION REGARDING TIME.
 - "Advice that feels tailored enough to my business would be valuable, perhaps offer some kind of semiregular 1-1 with you on how to apply your resources to my specific brand/market?
- And maybe an initial consultation before taking out your membership to reassure me as the business owner that you have experience transferable to my sector." (Free Consultation)
 - **"I would pay for such a thing. If I had the funds. - OBJECTION - NO MONEY**
- What's the ballpark figure for services such as this? As a new business owner it's overwhelming but of course being new we have 0 funds!
Would be good to know what sort of price this sort of service is, for something to aim for?"
 - **"Potentially, if I felt they were the right fit for my business and the price was right.**
- I have no idea what I should be paying for something like that,

there's lots of marketing 'courses' out there that **seem expensive and a bit snake-oily**, I'd have to be confident who I was working with had transferable experience." - **MAJOR OBJECTION REGARDING TRUST AND CERTAINTY.**

- "An outline of the kinds of brands/products you've worked with previously would be the big thing. I'm in a fairly niche industry so I wouldn't expect an exact match but something that seemed transferable."

- "Also experience with UK and EU brands/customers, I probably wouldn't hire someone who'd only worked with US brands and didn't have insight into how, for example, Brexit has changed how EU customers engage with British brands. One of our goals is to actively re-engage and reassure those European customers so they'd need to understand the specific challenges there."

- "Sure but I expect someone who is a marketing professional to have a more **nuanced understanding** of where to invest my marketing efforts than myself."
- "Capital. **With a long enough runway you can pivot until you find your market fit.** The difference between a lot of successes and failures is how many chances you have to pivot." - **OBJECTION ABOUT LOW FUNDS.**
- "Ако се почувствам притиснат почвам да действам с малки стъпки. Задача по задача. Ден за Ден. Обикновено до 2-3 седмици всичко се нормализира. Вместо да умирам за решението на един проблем."
- Иначе по темата...опитвам се всеки ден да чета по малко книги свързани с бизнес, маркетинг, продажби и личностно развитие...основно ми идват идеи и ме мотивират да направя едно или друго, то...много нови неща няма от последните 70-50 години в тези сфери...само примерите са различни ;) - **ЛОГИЧНО ВЪЗРАЖЕНИЕ**
- "Вярвам, че на всяко нещо трябва да му платиш цената, дори финансово, иначе не го цениш, и си влагам парите с идеята за вложение и данък/дарение. Това съвпада малко и с философията за дай и ще получиш. Плащам си абонамента, но инвестирам в себе си, а помагам и на вас."
- "Подобните материали на английски не са толкова кратки, ясни и конкретни, пък и трябва да отсявам измежду повече от тях, докато намеря нещо ценно, **докато книгите например дават качество, но са дълги и бавни за прочитане.** А тук ми вадят най-важното от тях. Какво повече!" - **ГОЛЯМО ВЪЗРАЖЕНИЕ ОТНОСНО ВРЕМЕВОТО ЗАБАВЯНЕ НА КОНКРЕТНИЯ МЕХАНИЗЪМ (Маркетинг КНИГА)**

■ What figures or brands in the space do they respect and why?

- Уважават lifehack.bg защото им дава достъп до културна и компетентна общност, лишена от глупостите на масовите социални платформи (фейс, инста, тн.) и защото им дава кондензирана, подредена и разбираема информация около света на бизнеса, маркетинга, дигиталните услуги и себеактуализацията.

- Най-вече уважават lifehack.bg защото им дава нова информация бързо и в сбит формат, за да не им отнема твърде много време да се адаптират към новостите на пазара.

- Robert Kiyosaki's Rich Dad Poor Dad Book.

■ What tribes are my customers already part of?

- They are part of the business owners tribe.
- Some of them might be part of the mothers tribe.
- What are their values?

- Hard-work
- Dedication
- Perseverance
- Consistency.
- Love
- Caring

■ **How do they want to build their status in that tribe?**

- By building a successful business that reflects their values and does a service to the community.
- By becoming an experienced business owner that paves the way for other beginners.
- Becoming a woman leader that can open the door for other female entrepreneurs so she can see more people that resemble her at the top.
- By educating their children to uphold high-quality values and giving them access to powerful learning resources.
- By being a leader, mentor and an expert who can identify if something is broken and come in to fix it.

■ **How can I SHOW them how my product aligns with their tribal affiliation and tribe-specific desires?**

- I can tell them that the product can help them to identify their calling and help them follow a path that will allow them to contribute to a positive change in the world and the people around them.
- I can tell them that the product can aid them in becoming powerful real-world leaders that pave the way forward for other aspiring entrepreneurs. I can tell them the product will help them become leaders, mentors and experts = Status, Contributing to the tribe, Access to scarce resources (especially for women)

■ **Why should they join my tribe? What am I doing that is interesting, remarkable, and important?**

- Ivelina is operating a movement that aims to aid gender equality and provide access to high-quality STEM resources to help women build their careers in technology.
- Ivelina is also managing a movement that aims to provide children with advanced resources on digital and internet literacy, aiming to educate them about the dangers and the possibilities of the digital world from a young age.

■ **How can I position the leader and group as strong?**

- Ivelina has a long-standing reputation as a marketing consultant.
- She has 25 years of professional business and marketing experience. During that time she had worked on several projects where she had to manage a marketing budget amounting to several million dollars.
- She was awarded “Woman of the year” in the category “Innovation and Technology” in 2016
- She was accredited by the president Rumen Radev for high society contribution in the field of computer science - “John Atanasov”.

- 4-time TedX speaker.
 - Author of the theory of the “digital kids” and main driver for global initiative for the transformation of the educational system named “DIGITALKIDZ” - “Open-Source Code School”
 - Her website was awarded with “best online media channel” in 2012.
- **What kind of “test phase” can I provide for them? How can I improve the experience?**
 - I can allow them a 30-day trial period so they can read the book, see if it would be of service to them and decide if they want to keep it.
 - I can offer a free 30-min consultation to anyone that has read the book and wants a more in-depth analysis of their small business.
 - I can create an email list for a newsletter where I’ll share powerful strategies on operating a small business and using different digital marketing tools for an increase in engagement, brand awareness and customer base. This can act as a nurturing phase for cold leads and get them to trust my guru, so we can pitch them the medium to high-ticket products.
- **Roadblocks:**
 - **What is keeping them from living their dream state today?**
 - **Marketing and Sales**
 - "Struggle to get my name out there."
 - "Not getting the product in front of their audience effectively."
 - "Marketing. Despite being good at what I do... I have a hard time getting new clients."
 - "Unique Value Propositions. Proper Lead Nurturing. Analytics."
 - "Advertising, IMO, is the one thing that most try to do (often poorly), and then complain it doesn't work."
 - "Advertising is expensive and word of mouth is slow-moving."
 - "Every single one of my ad efforts on social media has flopped."
 - "Finding affordable but skilled marketing help that doesn't break the bank."
 - "I'm already beginning to run dry on content ideas and marketing."
 - "The performance of our content varies pretty drastically."
 - "There are so many marketing options it's hard to know where I can reliably go for consistent results without a whole lot of (expensive) trial and error."
 - "Sales are in free fall and we'll be lucky to see the end of the year."
 - "It's so hard & my struggle is I don't know my target audience."
 - "Feels virtually impossible to generate business engagement without ad spend."
 - **Financial Management**
 - "Costs keep going up. Can't raise prices fast enough."
 - "Building a constant and stable Cash flow."
 - "Cash flow - obviously Making consistent money to pay the bills and cover all the costs."
 - "Right now I'm in a situational standoff because I'm doing business with a well established company and they are dragging their feet paying me."

- "The unpredictable income."
 - "Struggling business owners will spend time to save money, whereas successful business owners will spend money to save time."
 - "Sadly, many owners have personal debt tied to growing or keeping business afloat."
 - "Cash Flow for operations & expansion."
 - "Lack of budgets to advertise or hire any agency or person."
- **Human Resources and Employee Management**
 - "Recruiting and retaining employees."
 - "High turnover, inconsistent results, unhappy customers."
 - "Employees. Managing them, dealing with their emotions, finding and retaining good ones."
 - "Hiring/being able to afford to hire. I need to bring someone in in the \$65-\$80K price range right now."
 - "Finding and keeping the right crew members."
 - "The biggest challenge is maintaining the business profitably."
 - "Employees. It's always employees."
 - "We have a successful small business. Makes us good money. We are going to sell it. Why? Employees."
 - "Acting childish, complaining over arbitrary tasks, constantly late and a lot of talking behind people's backs."
 - "They will find better opportunities and leave, and you'll be starting at square one over and over and over again over the years."
 - "There is simply not enough profit in the market to provide employees with the wages they demand to give a shit."
 - "While large businesses can hire people for one specific task, you may need employees who can handle multiple tasks."
- **Business Organization and Structure**
 - "Organization and structure. I just do all the hard work and production."
 - "Overwhelmed by having to know everything."
 - "Not asking for help, not hiring staff or outsourcing things that can be done by others."
 - "Not standardizing processes and supplies."
 - "Being the 'one man band'."
 - "Not pivoting, not making necessary changes when you learn what isn't working."
 - "Spend time regularly brainstorming at a high level to figure out the best next steps and direction to go in."
 - "No/poor management skills."
- **Knowledge and Skill Gaps**
 - "Knowledge- literally having to know everything."
 - "Not understanding marketing nor valuing it enough."
 - "Poor judge of character when hiring."
 - "Not spending money on marketing."
 - "Tried advertising for a few months and ran out of funding."
 - "Doing things without knowing why they're doing them."
 - "Just wrapping my head around all the different digital marketing strategies and when to use what."
 - "Finding affordable but skilled marketing help that doesn't break the bank."

- "How to grow your business. Little or no sales experience Little or no marketing exp."
 - "Basic finance acumen/Basic accounting."
 - "Poor judge of character when hiring."
 - "Not understanding how you will get customers."
- **Market and Customer Understanding**
 - "Not getting the product in front of their audience effectively."
 - "They don't know what their customers need, what their business needs, and what they need."
 - "Not knowing how to differentiate themselves from the marketplace."
 - "A shocking number of small businesses have no idea what works and don't create repeatable processes."
 - "You need good and constant marketing to create awareness of your product or service."
 - "Not pivoting, not making necessary changes when you learn what isn't working."
- **Personal and Work-Life Balance**
 - "Managing my time and trying to have a life and not just work work work."
 - "It's been such a stressful time and doing it all solo."
 - "I do feel stuck some days."
 - "Balancing it with all the other shit life throws at you."
 - "Work-life balance."
- **Support and Resources**
 - "Finding the proper support, time, and motivation some days."
 - "Feels virtually impossible to generate business engagement without ad spend."
 - "They fail to get sufficient resources for a smooth flow of operations."
 - "Lack of budgets to advertise or hire any agency or person."
 - "Not having a huge budget to throw at ads or hire an expert/agency. I'm doing most of the heavy lifting myself."
- **Long-Term Vision and Adaptability**
 - "My weakness is definitely the long game."
 - "Not studying successful people and businesses who already overcame many obstacles."
 - "Be willing to try new ideas to see how it can work for you."
 - "The hardestdoing any kind of task where the payoff is very delayed."
- **Gender and Discrimination Issues**
 - "And one thing I have faced in my entrepreneurial journey is that most men do not look at me with conviction."
 - "But to not even listen is just plain disrespectful."
 - "A toxic abusive relationship and family sidetracked me with their issues."
 - "As women, one of the biggest challenges we face is work-life balance."

- "They don't have the means to do it."

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

- **Lack of Customer Understanding**

- **Mistake:** "They don't know what their customers need, what their business needs, and what they need."
- **Impact:** Without understanding their customers' needs, businesses can't create products or services that meet market demand, leading to poor sales and customer dissatisfaction.

- **Poor Market Differentiation**

- **Mistake:** "Don't know how to differentiate themselves from the marketplace."
- **Impact:** Failing to stand out in the marketplace makes it difficult to attract and retain customers, resulting in lost business opportunities and reduced market share.

- **Inadequate Skill Utilization**

- **Mistake:** "Often my business requires me to do things that I'm not an expert in, which also costs a lot of extra time."
- **Impact:** Spending excessive time on tasks outside their expertise leads to inefficiency and burnout, preventing focus on core business activities that drive growth.

- **Ignoring Marketing and Customer Acquisition**

- **Mistake:** "Not understanding how you will get customers, not understanding marketing nor valuing it enough. 'Build it and they will come' is a terrible lie."
- **Impact:** Underestimating the importance of marketing results in low brand visibility and customer acquisition, stunting business growth.

- **Insufficient Marketing Investment**

- **Mistake:** "Not spending money on marketing. Usually by not having any money for marketing, not planning for it."
- **Impact:** Without adequate marketing investment, businesses fail to reach their target audience, limiting growth and revenue potential.

- **Premature Full-Time Commitment**

- **Mistake:** "Quitting their job to do the business full time without sufficient income."
- **Impact:** Prematurely leaving a steady job without financial stability can lead to cash flow issues and increased stress, jeopardizing the business's survival.

- **Reluctance to Delegate**

- **Mistake:** "Not asking for help, not hiring staff or outsourcing things that can be done by others, being the 'one man band'."
- **Impact:** Refusing to delegate tasks results in overwork, inefficiency, and missed opportunities for growth and scalability.

- **Resistance to Change**

- **Mistake:** "Not pivoting, not making necessary changes when you learn what isn't working."
- **Impact:** Sticking to ineffective strategies prevents businesses from adapting to market changes, leading to stagnation and potential failure.

- **Lack of High-Level Strategic Thinking**

- **Mistake:** "Falling into day-to-day tasks and low-level thinking, not spending time regularly brainstorming at a high level."
 - **Impact:** Neglecting strategic planning hampers long-term growth and innovation, limiting the business's potential.
 - **Failure to Learn from Others**
 - **Mistake:** "Not studying successful people and businesses who already overcame many obstacles."
 - **Impact:** Missing out on valuable insights and proven strategies slows progress and increases the likelihood of repeating common mistakes.
 - **Misunderstanding Business Models**
 - **Mistake:** "Not understanding the difference between self-employment and business ownership."
 - **Impact:** Failing to scale operations and relying solely on personal effort limits business growth and profitability.
 - **Inadequate Customer Behavior Analysis**
 - **Mistake:** "They don't know how to identify how their best customers behave, how they buy, where they are."
 - **Impact:** Lack of customer behavior analysis results in ineffective marketing strategies and poor customer targeting, reducing sales and engagement.
- **What part of the obstacle does the avatar not understand or know about?**
- Not understanding how to make unique offers:
 - Running discounts and promotions will only get them so far, because there is nothing unique. They don't know how to tell their story in an engaging way.
 - Don't know how to find who they're best customer is.
 - They are not familiar with their target market and their pains, struggles, desires, habits, goals, etc.
 - They don't understand the importance of planning.
 - They don't know how to do paid ads, how to launch funnels, how to manage their social media channels, and how to promote their products via email marketing. They don't know how to organize their day in a way that they don't feel like a giant pile of stress at the end of the day.
- **What is the one key roadblock that once fixed will allow them to move forward toward their dream outcome?**
- Identifying who their target market is, where they are, how they think, etc. and learning how to position their offer in front of them by sharing their personal story, rather than spending thousands on pale advertising.

- **SOLUTION:**

- **What does the avatar need to do to overcome the key roadblock?**
- “If they <insert solution>, then they will be able to <dream outcome>”
 - If they learn the proper sequence of questions they need to answer to identify who their best customer is and understand his unique personality, then they will be able to create irresistible offers that can lead them to becoming a brand that’s loved by thousands of loyal subscribers nationwide.
 - If they use the 3 steps of the BRAVO Method to uncover their true purpose, shape their brand’s unique identity, and harness the most potent marketing tactics worldwide to create a rock-solid long-term action plan and find their target market and position their offer without wasting money on ads... then that will allow them to become proficient business owners, better individuals, and the rock their friends and family rely on, all while scaling a leading personal brand that resonates and is adored by thousands of loyal subscribers

- **Product/Service**

- **How does the product/service help the avatar implement the Solution?**
 - That’s why **<insert product>** isn’t about getting you 100,000x more <thing they want>. It’s about giving you easy-to-follow, paint-by-numbers systems that seamlessly implants the money-making skill of <insert specific characteristic/role> into your blood. So that making money online becomes as easy as speaking your native language.
 - That’s why The BRAVO Method isn’t just about getting you 3x more customers and sales. It’s about giving you a clear to follow system that serves as a catalyst to creating a game-changing long-term action plan for your business. That way managing your operations will feel more like a smooth sail on a summer yacht, rather than holding on for dear life on a sinking raft in stormy seas.
 - Discover a 3-step method to find your true purpose, identify your ideal customer, craft a unique brand voice, promote your business without extra ad costs, write your story like George Lucas’s Star Wars, and automate your operations to earn money while you sleep.
 - Today learning can be dangerous. Too many people are teaching what they hope will work and not what they’ve proven works. Ivelina has been there, done that and done it again. The BRAVO Method will give you the type of momentum that Entrepreneurs live for.
 - **Understand Customer Needs and Market Position**

- **Solution:** "Find out what their customer needs – so they can make the deal."
 - **Implementation:** Gives you the X-ray profiling process to deeply understand customer needs and preferences, enabling effective deal-making and customer satisfaction.
- **Create a Clear Roadmap**
 - **Solution:** "A clear roadmap for implementation, complete with measurable goals and milestones."
 - **Implementation:** Gives you a solid outline to create a structured plan with defined goals and milestones to ensure actionable steps and trackable progress.
- **Effective Marketing Strategies**
 - **Solution:** "Start learning in-depth marketing techniques to better position their business."
 - **Implementation:** Provides you with a complete breakdown of 25 of the most comprehensive marketing strategies that allow you to create a guided missile type of offers.
- **Build and Implement Sales and Marketing Strategies**
 - **Solution:** "Having high quality AND a comprehensive sales and marketing strategy."
 - **Implementation:** Develops and implements a high-quality, integrated sales and marketing plan to drive growth and customer acquisition.
- **Actionable Advice and Support System**
 - **Solution:** "You need someone to talk things through with, someone to challenge you and give you actionable advice, solutions, and ideas to grow your business."
 - **Implementation:** Tap into the mind of a marketing expert that usually charges between 500 - 800 BGN/ hour and draw inspiration for improvement from his 25 years of experience.

Provides you with the chance to work side-by-side with a marketing expert that usually charges between 500 - 800 BGN/hour, which will allow you to draw fresh ideas for improving your operation.
- **Overcome Ambiguity and Plan for Growth**
 - **Solution:** "Push through ambiguous situations, plan, position, transition, problem solve, grow efficiently & ultimately get to the next level."
 - **Implementation:** Offers strategies and tools to navigate uncertainty, plan strategically, and solve problems efficiently for sustainable growth.
- **Consistency and Persistence in Marketing**
 - **Solution:** "Success in marketing for small businesses comes with consistency and persistence."
 - **Implementation:** Emphasizes the importance of consistent and persistent marketing efforts, providing frameworks and routines to maintain these efforts effectively.

- **Health and Work-Life Balance**
 - **Solution:** "Keep yourself healthy by making the other things easier on you."
 - **Implementation:** Provides you with a secret service coordination cycle to streamline business processes all while reducing stress and allowing you to maintain personal health and balance.
- **Develop High-Quality Processes and Structures**
 - **Solution:** "To implement the structure, processes, products, cash-flow, and incentives that will attract and permit good/potentially great people to achieve great results."
 - **Implementation:** Draw inspiration from dozens of reality rooted examples to help you establish robust business structures and processes to attract and retain top talent and ensure operational excellence.
- **Identify and Utilize Strengths**
 - **Solution:** "Learn the ability to make the best decisions you can, to identify issues, to communicate and adapt quickly."
 - **Implementation:** Develops decision-making skills, issue identification, and communication strategies to enhance adaptability and responsiveness in business.
- **Belief in Success and Overcoming Doubt**
 - **Solution:** "Belief that you'll be successful. You can have a million dollars, but if you don't believe that your business is going to be successful, then you're probably right. You got to believe."
 - **Implementation:** Builds confidence and self-belief by allowing you to identify your own personal strengths and weaknesses thanks to an 30-min interactive blitz q/a session, crucial for overcoming challenges and achieving business success.
- **Focus on Strengths and Leverage Technology**
 - **Solution:** "Focus on your strengths and continuously seek and explore opportunities where technology can be leveraged alongside your existing skills or passions."
 - **Implementation:** Encourages leveraging personal strengths and technology to maximize business potential and explore new opportunities through a 30-min interactive blitz q/a session.
- **How does the product/service help the reader increase their chances of success?**
 - This is the result of 25 years of business experience and several million dollars spent managing different marketing campaigns.
 - This is the budget-friendly way to work side-by-side with a professional marketing consultant that usually charges 500 - 800 BGN/hour (VAT excluded) or 55,000 BGN/year.
 - This is a system that allows small business owners to experiment different marketing strategies without worrying they can't afford the mistakes.
- **How does the product/service help the reader get the result faster?**

- It allows them to make 1000 BGN mistakes instead of 10,000 BGN mistakes.
- It condenses 25 years of professional experience with testing and validating different marketing tools and business strategies.
- It reduces the years of trial and error phase into a few measly hours.
- It gives them a working framework of structured business planning and audience identification tools they can immediately apply to their business.
- It can help them understand more about managing a successful business and implementing effective marketing tools and strategies in 12 weeks than what they would understand for 12 years if they went at it alone.
- Книга, която изважда най-доброто от теб, за да може ТИ да извадиш най-доброто от своя бизнес.
- И само след година ще си постигнал повече от всяка една година преди това... И то само, защото си прежалил един обяд, за да черпиш от опита на предприемач, който от 20+ години е в окопите на бизнеса.

■ **How does the product/service help the reader get the result with less effort or sacrifice?**

- It reduces the years of trial and error phase into a few measly hours thanks to the tried and tested strategies and business management lessons it offers.
- It allows them to experiment with different strategies without needing personal connections or resorting to extra money for advertising.
- И само след година ще си постигнал повече от всяка една година преди това... И то само, защото си прежалил един обяд, за да черпиш от опита на предприемач, който от 20+ години е в окопите на бизнеса.
- This is a budget-friendly solution for small business owners that want the help of an expert, but just don't have the funds to hire one at the moment.

■ **What makes the product/service fun?**

- The book has complimentary bundle items that can be bought along, containing a special workbook and special business cards revealing the 12 brand archetypes in detail + additional cards that provide fun activity exercises to improve business prowess by challenging the reader's intuitive thinking and problem-solving skills.
- The book provides a step-by-step system that is fully interactive because the reader has to use a notebook as he/she goes through the different chapters to perform various exercises that will help him/her to better understand his/her personality, target market, unique proposition, specific

brand voice. etc.

- This book is your ultimate interactive field-guide, featuring a step-by-step system that turns you into an active participant. As you journey through each chapter, you'll dive into several hands-on exercises with your notebook, unlocking hidden insights about your personality, target market, unique proposition, and brand voice, transforming the learning process into your "hero's journey".

■ What does your target market like about related products/services?

- Useful and sifted information, which gives them new ideas to implement in their business and also makes their life easier.
- Solutions they can immediately apply to their business.
- Shortcuts that allow them to advance with more speed.
- System of tools and resources, that protects their business performance and their personal happiness.
- Gives them a daily pump up by providing fresh and intuitive ideas for their business' development so they can see it grow and stand out from the competition.
- To know they're not alone in the problems and challenges of modern fast-paced and ever-evolving marketing mix.
- To have useful "hacks" for their business.
- Access to solid no BS information that will get them up-to-speed.

■ What does your target market hate about related products/services?

- *This is just a compilation of someone's marketing notes. Notes that aren't even unique.*
- *"There is no basis for anything that was interesting or informative in this book and I wouldn't waste money buying it. Total rubbish, waste of time..."*
- *"There are many claims, but hardly any examples rooted in reality to support those claims. The ideas in the book mean well, but they are presented poorly, and without any concrete support."*
- *"It felt like going through a draft of a scrapbook with endless irrelevant examples and useless incomplete analogies to explain very vague/ambiguous platitudes about marketing."*
- Never once does the author consider giving **different advice for different types of businesses**. The author has **no formal business education**.
- They believe **most marketers do not have their best interest in mind** when trying to "solve" their problems. - **MAJOR OBJECTION**
- They face **confusion and conflicting information on a daily basis** (get into detail about this. What exactly are they getting as information?)

- “There are so many marketing options it's hard to know where I can reliably go for consistent results without a whole lot of (expensive) trial and error.” - **MAJOR OBJECTION**
- “Over the last 9 years I have paid coaches to help me develop my business - over \$56K (not to mention the cost of travel, hotels, etc... to attend training sessions). And while I learned quite a lot about the mechanics and systems of my particular business, **no coach or combination of coaches were able to help me develop a solid marketing plan that would hold up month after month, year after year** (since they didn't really have one either).”
- “Tried advertising for a few months and ran out of funding... it was quite more money than I had anticipated or ever would have expected to be paying. **At least smaller companies because I've been told by 5+ advertising and marketing consultants I need at least \$1,250 a MONTH straight to google for leads, and at that rate it will take anywhere from (6-8 months) for the ads program to "optimize". I find this ridiculous and am determined to find another way to attract customers.**”
- Омръзнало им е да плащат за магически формули и общи приказки и имат нужда от нещо сериозно и реално. - **ГОЛЯМО ВЪЗРАЖЕНИЕ**
- Харчат безразборно за магически курсове и книги с примамливи заглавия и се надяват на успех само за 3 дни...
- Не са постигнали това, което са си представяли за техния малък или среден бизнес.
- Интернет се задъхва от **формули и рамки, създадени от хора, които никога не са били в окопите на бизнеса, но ще ти обещаят всичко за 29 лв.** - **ГОЛЯМО ВЪЗРАЖЕНИЕ**
- Иначе по темата...опитвам се всеки ден да чета по малко книги свързани с бизнес, маркетинг, продажби и личностно развитие...основно ми идват идеи и ме мотивират да направя едно или друго, **то...много нови неща няма от последните 70-50 години в тези сфери...само примерите са различни ;)** - **ЛОГИЧНО ВЪЗРАЖЕНИЕ**
- “Подобните материали на английски не са толкова кратки, ясни и конкретни, **пък и трябва да отсявам измежду повече от тях, докато намеря нещо ценно, докато книгите например дават качество, но са ДЪЛГИ и БАВНИ за прочитане.** А тук ми вадят най-важното от тях. Какво повече!”

○ Where Are They Physically?

- Scrolling on Facebook/IG after lunch.
- Scrolling Through Facebook/IG after dinner

○ Level of Awareness And Sophistication?

- **Level 3 of Awareness** (They know about marketing books, marketing consultants, etc.)
- **Stage 4.5 Sophistication** (They have tried some mechanisms and are mostly tired of claims).
 - Identity Play + Nicheing Down
 - Small business owners trying to grow via paid ads
 - Hard-working and dedicated people who love to be consistent and provide for their loved ones and the community.

- **Cost and Thresholds:**
 - **Level of Desire - 4/6** (depends on the time of day they're seeing this ad)
 - Needs to get to at least a 9
 - **Level of Current Pain - 3**
 - Needs to get to an 8.
 - **Level of Perceived Cost - 8**
 - Needs to come down to at least 3.
 - **Level of Certainty - 0**
 - Needs to come up to at least a 7
 - **Level of Trust - 0**
 - Needs to come up to at least a 7

- **What Are They Currently Doing To Solve Their Problems?**
 - **(Current Known ROADBLOCKS)**
 - Working 12-14 tiring hours on end.
 - Running unsuccessful ads.
 - Creating poor digital designs.
 - Loaning out money.
 - Watching free webinars and attending live classes.
 - Just getting bogged down in the day to day operations of the business vs working on long term planning of the business.
 - Working X amount for free, pushing all your money into it, not knowing if you'll ever see it return.
 - Trying to establish business relationships as a newcomer in an environment of long-standing business relationships.
 - **Slogging it out as many hours as I can outside of my day job which pays the bills and funds my project.**
 - Try random tactic a guru said works...
 - Try the next shiny object.
 - Using a strategy that works for a bit, then stops...
 - Keep guessing and wasting more time/\$\$\$
 - Hustle harder yet sees less results.
 - Trying to piece things together on their own.

- **Value Ladder:**
 - Gathering Fresh Leads with FV.
 - Drawing in cold leads from direct FB Ad Product Promotion
 - Guiding their decision towards purchasing Low-Ticket Product - Marketing Book. **(We ARE CURRENTLY AT THIS STAGE)**
 - Nurture relationships and build rapport by sharing tips and women-empowering pep talk via Email.
 - Upselling a Bundle with additional tools (Medium Ticket Product)
 - Nurture relationships and build rapport by sharing tips and women-empowering pep talk via Email.
- Upsell The High-Ticket Product: Mentoring Program.

- **Value Equation:**

- The product offers a step-by-step process for building a business from scratch to evolving it into a global brand.
- It allows them to draw from the experience of a professional marketing consultant that usually charges up to 55,000 BGN/Year for his services. This is a budget-friendly way to work with someone with 25 years of experience in business.
- An effective 3-step system that allows Maria to identify her personal strengths and weaknesses and leverage them in the business, identify her perfect buying persona, create a unique value proposition by leveraging the power of a “brand’s personality”, getting access to X <number> of marketing tools and X <number> of marketing strategies to apply immediately to her business, even if she doesn’t have personal connections and a large operating budget, plus the correct way to combine all of these elements into one solid long-term action plan which she can follow.
- Handheld approach, featuring engaging and interactive questions to help form one’s brand and identity, and find out what her perfect customer looks like, thinks like, is like.
- It lowers the effort and time delay because it holds 25 years of business experience which can reduce the “*trial and error*” period from years to a few hours.
- It holds the proven marketing tactics that have been used for over 100 years by successful brands like Apple, Coca-Cola, Dove, etc.

- <I have personally read the book and the knowledge in it resembles what we are being taught about the WWP questions, so I know it’s truly valuable information>

- **Questions To Manage Belief:**

- What do they need to believe about my client?
 - They need to believe she is part of their tribe.
 - Honest, hard-working, driven and disciplined.
 - Loving, caring and upholding family tradition.
 - They need to believe that she is a competent professional.
 - They need to believe that she wants to help them, not just take their money.
- What do they need to believe about the promised results?
 - They need to believe that it is possible even in their current situation.

- They need to see what other people think about the product.
 - They need to see tangible results.
- What do they need to believe about the solution?
 - They need to believe it could work for their UNIQUE situation.
 - They need to believe that it would not cost them more effort than their current situation is.
 - They need to believe that it won't cost them their life's savings.
 - They need to see how similar people are to their dream state.
- What do they need to believe about the product?
 - That it is different from what they've tried before.
 - That it is low effort.
 - That it's not just some compilation of someone's marketing notes that can't find appliances anywhere else.
 - That the claims are rooted in reality, not made up.
 - That it is affordable.
 - That it can help their UNIQUE situation.
- What other beliefs do they need? What beliefs would make the sale/action easier?
 - Social proof.
 - Statistical proof.
 - Showcase of product in use.
 - Strong guarantees and risk reversals.
 - Solid before and after examples from people that resonate with their tribe.
- **What Are The Biggest Objections That My Avatar Might Have?**
 - *"There are so many marketing options it's hard to know where I can reliably go for consistent results without a whole lot of (expensive) trial and error."*
 - They are scared of trying.
 - They believe most marketers do not have their best interest in mind when trying to "solve" their problems.
 - Bad previous experience.
 - A fixed opinion on certain solutions.
 - They face confusion and conflicting information on a daily basis so they're highly skeptical.
 - How to grow their follower counts.
 - How to grow their business with AI in 3 days.
 - How to do Facebook Ads.
 - Lack of budget to advertise or hire any agency or person.

- No money.
- *"As a new business owner it's overwhelming but of course being new we have 0 funds!"*
- *"Every single one of my ad efforts on social media has flopped."*
 - Some of them don't trust this mechanism, because they have failed in the past.
- *"It also doesn't help that I have anxiety and I question absolutely everything about me and the business."* - Highly insecure and doubtful about new approaches.
 - (Will this work?)
 - Anxiety
 - Self-doubt.
- *"The point I am making is trying to grow a business can be very difficult when you are doing something that a million others are doing, which is trying to grow a business."*
 - (Somebody's probably already doing this so why should I bother?)
- They often get little things get in the way and they're afraid of making the "wrong" decisions
 - Anxiety
 - Self-doubt.
- They are scared to get out of their comfort zone.
 - Doesn't apply to all.
- *"Often my business requires me to do things that I'm not an expert in, which also costs a lot of extra time."*
 - (This will be too much effort/ Take too much time)
 - I don't understand this.
- *Cash flow. Which means sales. Which means marketing. Need to market to get more sales. **Need more sales to afford marketing.** It's a never ending cycle."*
 - They strongly believe that a big advertising budget will solve their problems as they don't have access to it and see it as a "shiny object" and a "miracle-worker".
- Honestly, it's a pity anything outside of X <competitor community> is mediocre.
 - Strongly invested into a competitor's brand and mechanism.
- Нямам време. = I have no time
- Не мога да си го позволя. = I can't afford it.
- Не е за мен. = Not for me.
- Опитал всичко, не вярвам да сработи при мен. = I already tried everything.
- Прекалено е сложно, няма да се оправя. = Too complicated. I won't manage.
- **Книгите дават качество, но са дълги и бавни за прочитане. = Books give value, but they are long and take a lot of time to read.**
 - They believe the value vehicle that holds the mechanism will cost them precious time.
- Серия от натрупани грешки от „експерименти“ със стари консултанти.
 - They are skeptical about consultants due to bad experience with this type of

solution in the past.

3. What Do I Want Them To Do?

- Stop Their Scroll
 - Consume the Ad
 - Think to themselves: *“Huh, wonder what this is all about?”*
 - Click the link

4. What Do They Need To Think/Feel/Experience To Do That?

- **Stop Their Scroll (Ad Outline)**
 - Consume the Ad
 - Think to themselves: *“Huh, wonder what this is all about?”*
 - Click the link to feed their curiosity.
- Stop Their Scroll:
 - Creative with contrasting bright colors different from the surrounding environment
 - Pattern Interrupt
 - Big bright red background rectangle that highlights the main text of the image.
 - *“Read this book if you want more customers.”*
 - Immediately calling out a major desire and linking in towards the desired action.
 - Name of the book is displayed, hinting at it being a sequel:
 - CONVERT 2.0
 - BIG SIZE
 - Intriguing headline.
- Consume the Ad:
 - 💰 Read This If You Want More Sales
 - Tapping into the second most common desire that is in-synch with the one on the creative.
 - *“I spent \$3 million testing something new and different. It's working.”*
 - Showcasing the amount of effort it took to create the product.
 - Displaying a ridiculous number to increase trust and amplify certainty.
 - Tribal Marketing is active due to the guru being a famous marketer with a solid reputation.

- **Headline:** *New Book: Create Internet Campaigns That Sell.*
 - Revealing the mechanism that will facilitate the dream state.
 - Niching down to business owners that use internet campaigns to promote their product/service.

- **Description:** *"If you'd like to sell lots of products or services online, then this will be the most important book you'll..."*
 - Creating suspense by using a cliffhanger to further amplify curiosity.
 - *"Is it read? Or something else?"*
 - Straightforward "If - then" cause and effect chain, leading the reader into exploring the teased mechanism.
 - If you'd like <insert dream outcome + specific solution/mechanism> then this will be <highlight importance of using product/service to apply the solution> + <amplify curiosity with a cliffhanger>

Has The Copy Been Tested?

- The copy hasn't been tested yet.

COPY Work - Facebook Ad Drafts.

IMPORTANT NOTE:

- All of my drafts are based on top player ads which I've modeled.



What are the "if they [solution] then they will [dream state]" answer for your roadblock, solution answers?

Ad Testing Strategy:

- I'm thinking of running 3 ads with the same copy and creative, but different headlines to see which one resonates best with the target market.
- Next I'm thinking about changing the creatives to see if that increases the CTR.
- After which I can tweak the body copy and play around with their pains and dream states.

Run Ads, Make Money Approach:

1. Get at least 10 variations at each step.
2. Test each variation with 400-500 impressions max.
3. Get a winner (CPC<\$0.50 or CTR>4%)
4. Then move onto the next testing phase.
5. Use clicks as a goal until you have a full winning ad, then switch to conversions.

? What questions will appear in her head when she sees this ad? ?

- Wait. What?!
 - Who is this person?
 - How can that be wrong?
 - How can I be sure this is true?/ Why would I care about this?/ What's in it for me?.
 - Does this really work?
 - How can I do that?
-
- Headline (Disruptive Claim Shifting their Beliefs w/ Paradox - High Value = Low Price?)
 - Creative showcases guru holding an award from the president to boost credibility and authority.
 - Tease Mechanism and display the main benefit they stand to gain.

Draft #1:

Creative #1:



HL: Finding An Affordable Marketing Strategy Is Impossible... right? WRONG!

Description: Here's how to boost your small business' monthly revenue for the price of a t-shirt.

🌟 After 25 years of battling in the trenches of business, I've created a unique 3-step system.

It's designed to help you outshine your competition in the next 12 weeks...

🤖... even if you're pulling 14-hour workdays, have no personal connections and can't afford to run ads. 🤖

Click the link to check it out. 👉 -> <insert link>

<>

? What questions will appear in her head when she sees this ad? ?

- What should I know?/ Do I already know about this?
 - What is this critical strategy? Am I overlooking it?
 - Who is this person?/ Why would I trust her?
 - How can I know this can work for me? (Common Objection Handling)
 - How can I do that?
- Creative could showcase the guru holding an award to amplify credibility and establish authority.
 - Although, creative could also be a person looking for a missing answer to increase the mystery.
 - Headline introduces an unknown threat then immediately promises on solving it, which would create a double commitment.
 - Description reinforces the mystery by tackling their current beliefs and reframing the convo to target an unknown roadblock.
 - Tease the solution I'm talking about and show them what they stand to gain from it.
 - Tackle Common Objections And Limiting Beliefs.

[Creative]



- Add a small credibility boost by showcasing experience in the field.

Draft #2:

HL: What Every Small Business Owner Should Know Before Investing Money In Marketing.

Description: 93% of small businesses in Bulgaria don't know about this critical strategy and tend to overlook it.

🤔 There's a little known strategy to make hundreds of strangers to know, like and trust your brand...

... even if you're pulling 14-hour workdays, have no personal connections and can't afford to run ads.

🏆 After 25 years in the trenches of business, I created an interactive 3-step system that can help you outshine your competition in the next 12 weeks.

Click the link to see how. -> <insert link>

Personal Analysis on Draft #2:

- Focused my headline on an aspect every business owner tends to believe - his business deserves to be successful = more money. That's why I teased an unknown threat that I quickly transitioned into an opportunity.
- Generally the first question I am to trigger in my avatar's head is "What?"
-

? What questions will appear in her head when she sees this ad? ?

- What is this critical strategy? Am I overlooking it?
- Who is this person? Can I trust him? - {Tribal indicators will play a big part in this}
- How can I know this will work for me? - I can't add more things to my plate/ I don't have the money to do this, I don't know anyone/I'm alone.
- What is this method exactly? It's probably hard/takes a lot of effort to do. (Possible Objection)
- How does this 3-step system work?
 - Creative serves as a pattern interrupt, due to the Bulgarian coat of arms that's contrasting + the current president of Bulgaria. = Credibility boost, guru is being awarded by the president, sets authority.
 - Headline introduces an unknown threat and triggers mystery in the mind of the reader, amplifying curiosity.
 - Tease mechanism and show her what she stands to gain + tackle most common objections.
 - Build upon the guru's credibility by showcasing her long-standing experience + creating logic around the picture.
 - Tell more about the mechanism by revealing a specific time frame on when they can expect results and possibly lower the perceived effort required from them.
 - End with a CTA to follow the link to reveal more about the mechanism.

[Creative]



Draft #3:

HL: 93% Of Small Business Owners Overlook This Critical Strategy:

🙄 There's a little known strategy to make hundreds of strangers to know, like and trust your brand...

... even if you're pulling 14-hour workdays, have no personal connections and can't afford to run ads.

🌟 After 25 years in the trenches of business, I created an interactive 3-step system that can help you outshine your competition in the next 12 weeks.

Click the link to see how. 👉 -> [insert link]

Personal Analysis on Draft #3:

-