

MODULE 2: LESSON 2

THE 3D, EVER-EVOLVING AVATAR 67 GOLDEN QUESTIONS TO FUEL YOUR FUNNEL

Section 1 – Relevant Demographics

Where this is used: Throughout your entire funnel:

Why/how it's useful: Demographics on their own, don't provide much value or insight.

If you're going to market based on demographic info, you need to be clear on WHY that data point matters -- what is it about that demographic that makes the problem you're solving more pronounced or pressing:

What are the unique and specific stakes or consequences of the problem based on the demographic profile.

Likewise, what are the unique and specific desirable outcomes that their demographic profile enables them to receive.

1. Gender (and why this matters)

2. Age (and why this matters)

3. Number and age of children (and why this matters)?

4. Income (and why this matters)

5. Relationship status (and why this matters)

6. Where they live (and why this matters)

Section 2 – Everyday Psychographics

This data is used to start generating connection -- and display an understanding of their everyday life.

The more you can show you “get” their current reality, and place your sales arguments within that context, the more they’ll trust you to pull them out of it and into a new one.

These things don’t need to have anything to do with what you’re selling. I use them purely for connection/rapport.

The quickest way to “bring your copy to life” is to literally place your copy within the context of their life.

Start small but be specific. I often find, the more mundane the better.

These points are also great fodder for creating hyper-specific metaphors and similes.

Once you have this list, you’ll be able to write more “lively” headlines and subheads that place your sales argument within the context of a more familiar, specific, and vivid/dimensionalized reality:

ie.

Why aren’t you making more sales

Vs.

So why aren’t you igniting your happy hormones with heaping doses of grass-fed butter, rolling in paypal notifications, and blast-looping Beethoven’s fifth through your Bose headphones?

1. What does their typical morning look like:

Do they drive? Take an Uber? What are they listening to? Through what kind of headphones? What are they drinking? Out of a mug or thermos? What apps are they checking -- are they loading up Skype or Zoom? Spotify or iTunes, waiting for an apple update?

2. What are their “Seinfeld Moments”?

Those little everyday annoyances they encounter:

The slow walker, the person who takes forever to order at Starbucks, the jerk who uses his Macy’s bag to reserve the last free table before ordering, the moment you feel unfairly obligated to respond to a fb message or iMessage because it’s marked as “read”, etc.

3. What does their night routine look like?

Pretending to meditate, sipping lavender tea, reading 10 pages of the latest self-help bestseller Oprah recommended before their eyes give out?

4. What books/shows/media are they likely to be consuming right now?

Netflix, House of Cards before Spacey ruined that for everybody, Stranger Things, The Four Hour Workweek for the 15th time hoping they’ll actually apply it, CNN, The Food Channel, etc.



Section 3 – Charged Up Ethosgraphics

These are used to stir up a little more emotion.

To take a stand, and invite them to join you in a particular ethos (or turn the other way).

They're polarizing (meaning they'll either bond you closer to your reader - or repel you further)

1. What are they TIRED of seeing? What makes them sick? (ie. marketing gurus with hyped up promises and rented lambos)

2. What is it about the way you run your business or your program that will resonate with their personal values? (ie. Ramit Sethi urges people NOT to incur credit card debt).

3. How does your tribe inspire you to be better?

4. What do you REFUSE to let them be exposed to or endure anymore?

**5. In what other areas can you take a stand with them (or for them)?
(think of where competitors or common conventions have let them
down and left them disillusioned)**

6. What suspicions/conspiracies/fallacies can you confirm for them?

7. What (or who) are your common enemies?

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Section 4 – About your RELATIONSHIP to your avatar

The content generated here doesn't plug into any specific section, but when layered throughout your copy, creates intimacy, transparency, and trust.

They can also be used to spark email hooks and stories to weave into your copy or enrollment conversations.

1. Why do you do what you do?

2. What is it about your audience's struggles that breaks your heart?

3. What reality do you see for them -- that they don't yet see for themselves? Do you have an example of that?

4. What pains you most about their inability to see that potential?

5. What was your biggest FAILURE as a coach/educator/program creator? How do you feel you let that market down? And what did you learn from that experience? What vows did you make from that moment?

6. What's the most GRATIFYING or FULFILLING experience you've had as a coach/educator/program creator?

7. How did that experience exceed your expectations - and maybe open your eyes to a deeper impact you didn't even know you were making?

8. How deep is your commitment to serving this market? How have you re-engineered your own life to create that impact? What have you sacrificed or given up in the name of that mission?

9. What have YOU learnt from your market? How have they inspired you?

10. The world will be a better place when _____

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Section 5 – Your Avatar’s Perceived (or Real) Limitations

This section will weigh in heavily in the Section 6 of your Sales Page “Slaughtering the Sacred Cows”

1. What’s the biggest excuse your avatar makes for having NOT achieved a favorable outcome yet?

2. How might that excuse be justified? How can you validate that excuse?

3. What is it about you or your method that overcomes that limitation?

4. How do your biggest competitors fall short in overcoming it?

5. What is a false belief they have about the industry?

6. About themselves and their ability or capacity to achieve it?

7. About the best way to solve the problem or achieve the outcome?

8. Why might it be a GOOD thing that they’ve waited until now? Do you have an example to back that up?

9. List the 3-5 biggest objections they might have around forging ahead with your product? And for each, explore how you can create comfort and ease around it?

10. What are their “sacred cows with sour milk”?
(these are the most commonly held and widely-accepted beliefs and paradigms that DON'T serve your prospect. Ones that they're most READY and willing to be released from.)

Sacred Cow 1:

Sacred Cow 2:

Sacred Cow 3:

Sacred Cow 4:

Sacred Cow 5:



Section 6 – Exclusive Empowerment & Self-Forgiveness

1. What skills, characteristics, experiences, circumstances, or points of pride, exclusively empower your prospect to achieve the end result?

2. What missteps, regrets, or sunk costs might they need to forgive themselves for BEFORE being willing to change?

3. How can any of those previous failures be re-framed as necessary steps or prerequisites for where they are now? How can you alchemize that misfortune into something useful?

Section 7 – “The Neck Brace” Moments

Neck brace moments are things that get your prospect nodding their head with excitement saying “WOW... someone finally gets me”

It’s extremely gratifying and freeing to have our experience both verified and validated to us.

And we assign major affinity and trust to the people who play that role for us.

1. What can you confirm to them about their present experience/struggle as it relates to the problem your product solves?

2. What can you confirm to them about WHY solving this really matters in their life?

3. What can you confirm to them about their skepticisms and reasons for being rightfully skeptical?

4. Where have they been MOST let down or disillusioned?

Section 8 – About Your Product

This section plays an important part in Section 10: The Aladdin Product Tour

1. What is the main *magic wand* moment or outcome your product can deliver?

2. Why is this important to your prospect? Or, why is it what they REALLY need?

3. One level deeper, WHY does that matter?

4. And if you can go even deeper, why does THAT last one matter?

5. What new opportunities will arise as a result? (how do we frame this a push goal, that opens them up to new favorable opportunities. How can we connect this outcome to other important wants).

**6. What other intangible or unexpected problems does buying your product solve? ie. Freeing them from “the search” for a solution
ie. Confidence to double down - knowing that they’re getting an ROE (return on effort)**



7. What are the 4 Levels of Benefits they'll experience using your product:

LEVEL 1 (Immediate/Tangible)

LEVEL 2 (Immediate/Emotional)

LEVEL 3 (Long-Term/Tangible)

LEVEL 4 (Long Term/Emotional)

Section 9 – Parallel Realities/Divergent Roads

This section will be useful for any of your closes, particularly the “Risk Mitigator” and “Divergent Paths”.

1. In vivid detail, what does “success” in your program look like in 3 days from day?

2. 3 weeks?

3. 3 months?

4. 12 months

5. In vivid detail, what would their life look like 3 days from now if they DON'T buy your product?

6. 3 weeks?

7. 3 months?

8. 12 months?

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Section 10 – Advanced Empathy Exercises

Visualization Exercise 1: MOHT

Bonus Questions for the “Moment of Highest Tension” and Subcutaneous Wound on the “Launch Bible”

1. Where are they judging themselves most critically? (MOHT)

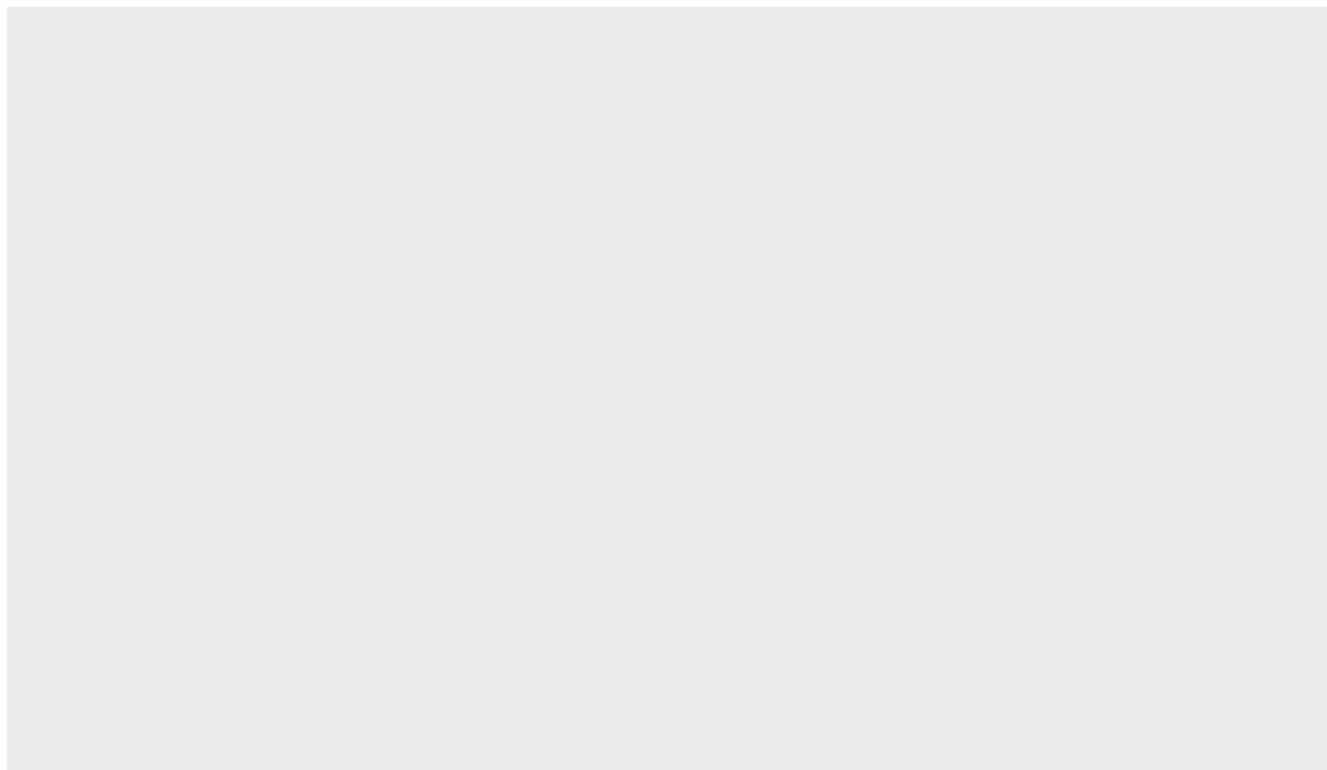
2. What can't they accept/tolerate in themselves? (MOHT)

3. What would they be most embarrassed by if their peers saw or knew? (MOHT)

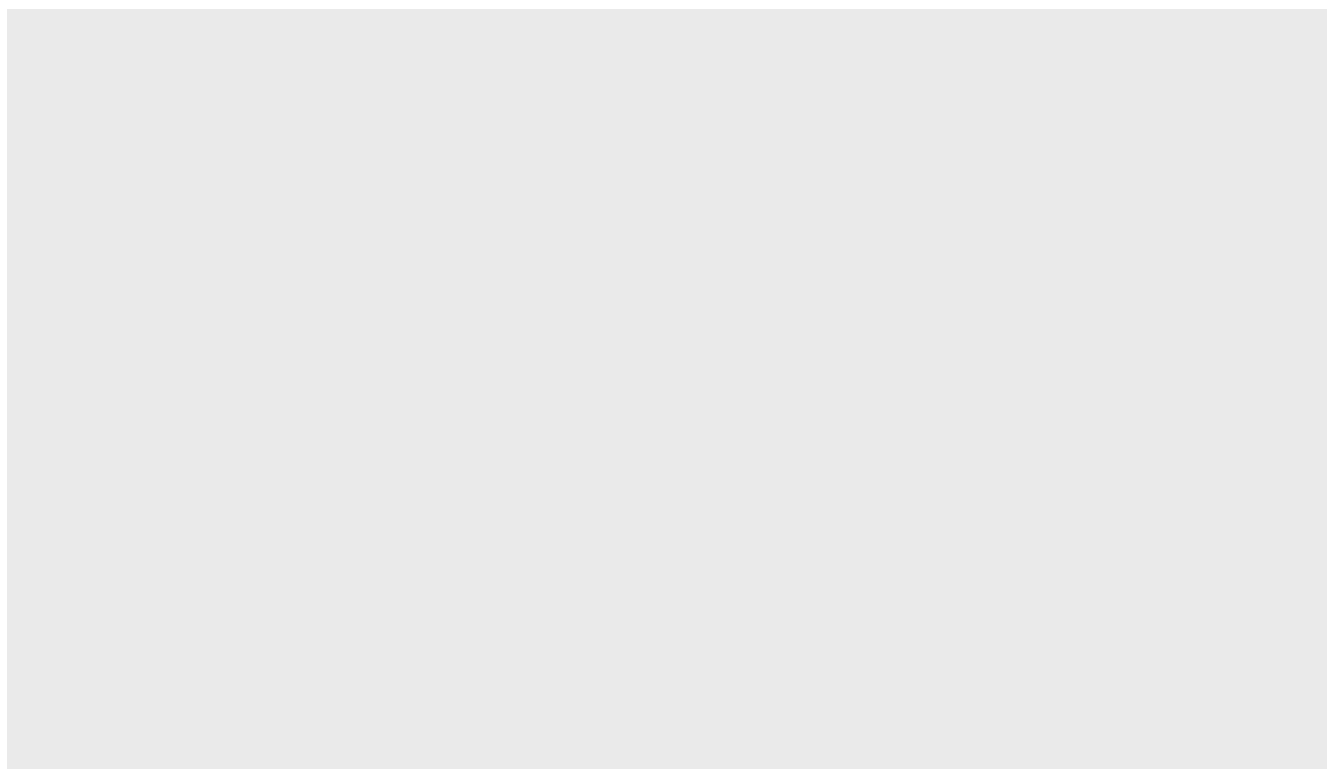
4. Where have they failed to meet their own expectations? The expectations of others?

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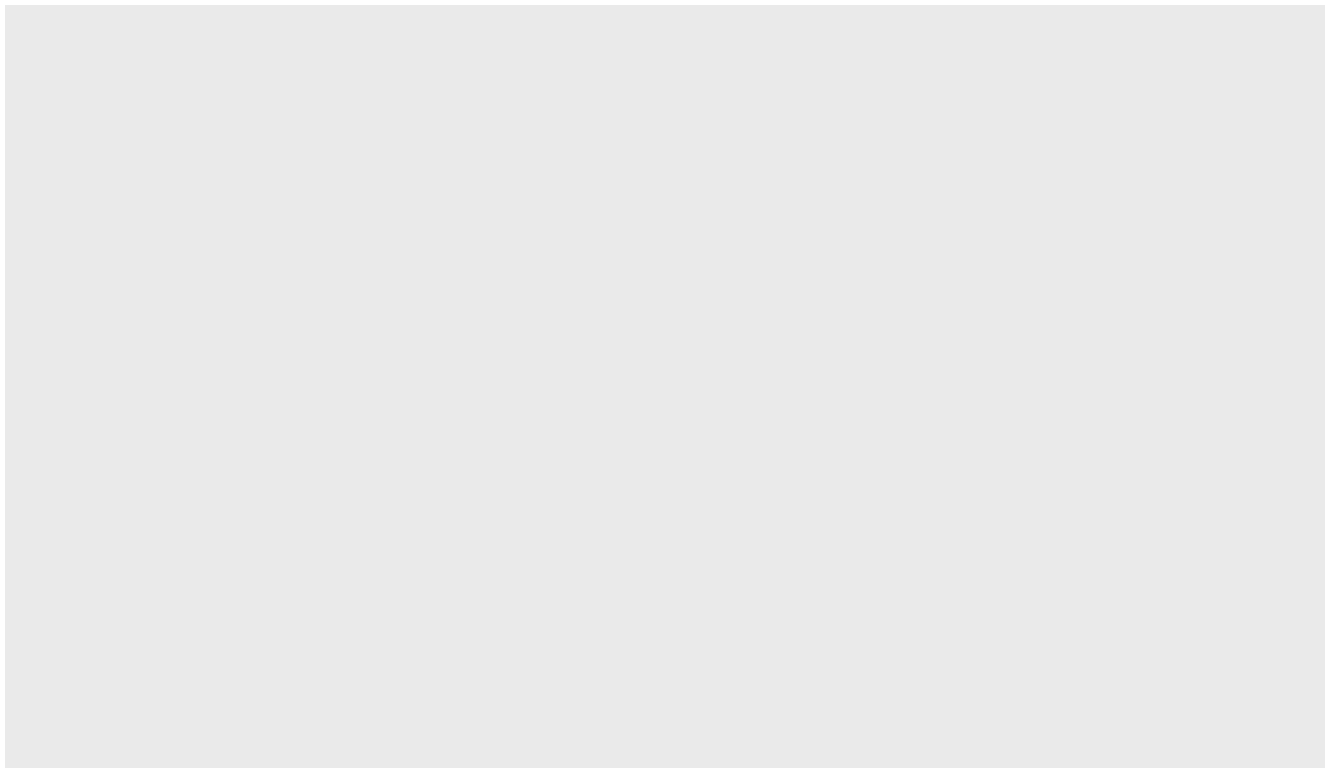
Visualization Exercise 2: The Perfect Testimonial - MOHP(T)



Visualization Exercise 3: The Mic-Stand Moment - MOHP(T)



Visualization Exercise 4: The Champagne Clink - MOHP(T)



Visualization Exercise 5: The “Million Dollar Bet” (PFYI CClose)

