

EXPERT SUCCESS BLUEPRINTS

Avatar Creation Worksheet

Name

Age

Marital Status

Education

Children

Job

Earnings

Where Do They Live

How do they live?

EXPERT SUCCESS BLUEPRINTS

Avatar Creation Worksheet (CONT.)

Hobbies

Favourite Holiday

Causes/Beliefs

What they do for fun

Personality

Hopes/ Dreams/ Ambitions

Hates/Frustrations/Worries

Example Property Investment - Customer Avatar



Tony & Wendy

Tony is a 48 year old senior manager for a distribution company. He is married to Wendy (43) who is a part time class room assistant at the local primary school. They have been married for nearly 18 years. They have 2 children, Edward (14) and Emma (12). Both children go to private school. Tony and Wendy met after University by old school friends. They are both active members of the local Rotary club.

They all live in a detached, 4 bed house near Guilford that they bought new 6 years ago. It is now worth £350,000 and they only have a £50,000 mortgage on it.

Tony earns £70,000 a year which comfortably covers all the bills but they don't generate a look of surplus cash each month.

They enjoy 2 holidays abroad each year and always stay in 4*-5* hotels. Their dream is to buy a home in the South of France which they could enjoy in their retirement.

Tony expects to get a decent pension, but not enough to fund the lifestyle they both desire in retirement.

They were left £80,000 by an elderly aunt and want to invest it in safe place.

Tony hates commuting and often spends a few days away from home each month on business. The daily commute gets him down having to leave the house at 7am each day to arrive at the office for 8.30. He generally doesn't get home most evenings until after 7.30pm.

They have always owned their own home since getting married and believe property is still a great long-term investment but are a little unsure about the current state of the UK property market.

Wendy would love to spend her spare time "doing up" properties to build up her portfolio but is uncertain where to start.

Tony doesn't have much spare time and wants to formulate a plan of how they can get started in property after attending a couple of local property networking events.

They are looking to be "financially free" by the time Tony is 60.

Although Tony loves his job, recent changes in the company have made him feel his position less secure. They would both like to spend more free time together enjoying life.

Avatar Example (IM niche)



Meet Jason....

Jason is 37 years old and has been working at IM for last 6 years. He's had some success selling one or two WSOs that have made a few grand but nowhere near enough to quit the day job.

He wants to travel with his girlfriend Becky who is a teacher in the long school holidays and see all the places together she did when she was travelling after uni such as Australia, Thailand, New Zealand, India.

Jason always wanted to travel after uni but went into a job.

He's known Becky for 7 years and loves her loads and wants to settle down when they are 40

Jason wants a business that can let him work from anywhere in the world so he can truly live the "laptop lifestyle".

Jason works as a marketing manager at a healthcare company. He hates the long commute and not being his own boss. He earns decent money £30k plus a bonus of around £5k he gets an Audi a3 company car too plus pension and health care. They live together in a trendy apartment in the centre of Manchester.

Jason needs to get to generate a net income of £3k a month from his IM business for at least 6 months before he will quit his day job. He wants to have at least £10k in the bank too.

Jason ran his own business just after uni and loved it with a friend. It didn't generate a ton of money but he caught the bug. They promoted gigs in clubs in Leeds. They closed the business after his friend moved to London in his new job. Jason had the marketing and creative talent ideas, his friend Dom was the sales guy.

Jason felt that he couldn't do what Dom did.

Jason spends way too much money on courses and training each year but has yet not got successful. He just needs some clarity and help generating traffic. He's got some great ideas but doesn't know how to get targeted traffic to his offers. He's been working on his info

product about DJing – helping DJ's find more work as he knows there's a huge market after working in the club scene for years.

He's pretty good at copy and can do the basic tech stuff like putting up a website etc. but he's not sure about traffic – he got badly burnt a few years ago using AdWords and spent over £1k in 7 days as wasn't really sure what he was actually doing and didn't set up daily budgets.

He wants to start small – get some results and then scale things up.

Jason loves the finer things in life – great clothes (he loves to shop!) eating out (enjoys steak and good wine) and gadgets (all the latest apple stuff and is a hi-fi buff). His #1 ambition is to be able to travel 3-4 months of the year in the school holidays and then do seminars/coaching/workshops when he's back in the UK.

They go to the gym together 3-4 times a week and love the hustle and bustle of living in the city

Becky is 33 and is really supportive but is starting to question if he'll ever be successful online. The next 12 months are make or break. If he doesn't do it by then he's promised to drop his dream.

Jason will do anything to achieve his dream but needs a step-by-step process that isn't a huge financial or time commitment but will get results quick. He's not afraid of hard-work too but needs to get some sort of results fast. If he could start consistently generating £1500 per month within the next 3 months working part-time would give him the confidence to do this "internet Thang" full time.

Jason is organised and want to work with someone who is already successful to short cut his learning curve – he's prepared to pay to the right person who can help him.