




| DEMOGRAPHICS | | Photo |
|---|---|---|
| Name: Chris | Age: 25-55 |  |
| Location: Aus/USA/UK | Gender: Does not matter | |
| #/Age of Children: Does not matter | Income: Does not matter | |
| Partner: Does not matter | Education: High School plus | |
| Occupation: Does not matter | Other: motivated to succeed | |
| Homeowner Status: Does not matter | | |
| GOALS & VALUES: | | SOURCES OF INFORMATION |
| Describe their Goals | | Books/Magazines |
| To build their eCommerce store with Social Media traffic. Chris knows there is a need to post consistently. | | |
| List their top Values | | Websites/Social Media |
| Family, Trust, Responsibility, Fiscal awareness | | |
| PAIN POINTS & FEARS | | |
| List 3 Daily Pain Points | | Facebook / Instagram/ Amazon Course / Fiverr |
| Posting everyday takes time, thinking of topics is hard, cannot find ideas to post. | | |
| What do they Fear? | | Other |
| That the idea of posting content consistently is not possible without spending money on a Social media manager who has the time and expertise to know what to post. | | |
| OBJECTIONS | "QUOTE" | |
| What are their Objections to Buying? | Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come." – Dwayne Johnson | |
| An expensive Social Media Manager is not in the budget. | | |
| SUMMARY: Chris is an eCommerce entrepreneur who is looking to expand the traffic reach of the business. Everything Chris reads, points to the secret being consistent posting to social media. For a couple of days Chris manages to post everyday but then a block hits... "What do I write now?" Googling the problem, Chris finds a few social media prompts but most are aimed at coaches and course creators. Chris thinks the answer is to probably engage an expensive Social Media manager who has the time and expertise to post content daily. THEN!! Chris finds toffeepoptemplates.com Here is the solution! | | |