

1. POWER 4%

Identify your top customers and analyse their characteristics

Basic Information
Age:
Gender:
Location:
Educational Level:
Preferences (which products or services did they enquire about):
Acquisition Channels:

Market Research
What are they happy about?
What are they unhappy about?
What are their concerns?
What questions do they have?
Are there recurring issues that come up?
Notice any ongoing themes?
What language are they using when it comes to the existing products and services already on the market?

The Halo Strategy
Theme:
Hopes & Dreams: <ol style="list-style-type: none">List Most CommonList Second Most FrequentList Third Most Frequent
Pains & Fears <ol style="list-style-type: none">List Most CommonList Second Most FrequentList Third Most Frequent
Barriers & Uncertainties <ol style="list-style-type: none">List Most CommonList Second Most FrequentList Third Most Frequent
Glossary of Verbiage, Jargon and Niche-Specific Terms or Language
Term 1 <ul style="list-style-type: none">DescriptionAdditional Notes
Term 2 <ul style="list-style-type: none">DescriptionAdditional Notes
Term 3 <ul style="list-style-type: none">DescriptionAdditional Notes
Term 4 <ul style="list-style-type: none">DescriptionAdditional Notes
Term 5 <ul style="list-style-type: none">DescriptionAdditional Notes

2. BUYER

9 Questions to define your Dream Buyer



Name: Ava Jones

Age: 27

Marital status: Engaged

Occupation: Digital Marketer

Location: Blaauwberg, Cape Town

Income: R 30 000 p/m

Where does your dream buyer hang out and congregate?

Name both online and offline places where your dream buyers hang out and congregate. The more detailed and specific, the better.

"Online: Ava frequently visits bridal websites, forums, and Pinterest boards for wedding planning and inspiration. She also checks out health and fitness blogs, especially those focusing on weight loss and wedding preparations. Additionally, she's active on social media platforms like Instagram, where she follows influencers in the wedding and fitness niches."

"Offline: Ava enjoys bridal expos, wedding dress fittings, and tasting sessions for her wedding menu. She also attends local fitness classes or boot camps in Blaauwberg, Cape Town, and occasionally visits cafes or brunch spots with her fiancé or bridesmaids."

What are their biggest fears?

What are your dream buyer's deepest fears? What keeps them up at night, tossing and turning, unable to sleep? What do they worry about in their mind but never tell anyone? Fully understanding your market's deepest and most primal fears is an often overlooked component to crafting a customer avatar.

"Ava fears that she won't achieve her weight loss goals in time for the wedding, leading to potential regret when she looks back at her wedding photos."

Where does your dream buyer get their information?

When your dream buyer is in research mode, where do they go to find the answers they seek? Is it Google? A particular blog? Books? Magazines? YouTube?

"When Ava needs information, she typically starts with a Google search. She also follows several wedding and fitness vloggers on YouTube. Magazines like "Brides" and "Women's Health" are her go-to for offline reading."

What are their biggest frustrations and challenges?

Truly understanding and empathising with their biggest frustrations and challenges are the most important keys to defining your dream buyer avatar.

"Ava is stressed about wedding planning and ensuring everything goes perfectly. She's also concerned about achieving her desired weight and look for her big day. Balancing work, wedding preparations, and personal fitness can be overwhelming."

What is their preferred form of communication?

Email? Text? Chat? Facebook Live? Or do they prefer physical mail? This is a matter of where your audience wants you to communicate with them. The fundamental lesson here is to communicate with your customers where they already are.

"Ava prefers communication through email for detailed information and WhatsApp for quick updates. She's also responsive to Instagram DMs from brands she follows."

What are their hopes, dreams, and desires?

Knowing your dream buyer's hopes, dreams and desires helps you paint a vivid picture of what life could be like after using your products and services. Think of it as selling the dream and painting a picture of the Promised Land.

Customer Desire Copy

"Ava dreams of having a fairy-tale wedding and looking her absolute best in her wedding dress."

Copy Speaking to Desire

"Imagine walking down the aisle, feeling confident and radiant. Our weight loss programme guarantees a transformation that will leave you and your guests in awe."

What phrases, exact language, and vernacular do they use?

In today's day and age, scepticism is rampant. Now more than ever, people are attracted to people (and businesses) who speak their language, get their sense of humour, or share the same point of view. Every time they read your copy, your goal is for your dream buyer to say to themselves, "Whoa, it's like they're talking directly to me".

"Ava uses phrases like "wedding goals," "bridal fitness," "wedding inspo," and "shedding for the wedding." She appreciates a mix of motivational and empathetic language that acknowledges the pressures of wedding preparations."

What does a day in your dream buyer's life look like?

"6:30am - Ava's alarm goes off with a calming tune."

"6:45am - She checks her emails, especially for wedding-related updates, and scrolls through Instagram for morning inspiration."

"7:15am - Hits the gym or goes for a morning run along Blaauwberg beach."

"8:30am - Grabs a healthy breakfast smoothie on her way to work."

"9:00am - Starts her workday as a digital marketer."

"12:30pm - Lunch break, often spent discussing wedding plans with colleagues or searching for weight loss recipes."

"5:00pm - Finishes work and heads to a wedding-related appointment or meets her fiancé for wedding planning."

"7:00pm - Cooks a healthy dinner at home or occasionally dines out."

"8:30pm - Watches a show or reads a book to unwind."

"10:00pm - Skincare routine and bedtime."

Imagining what your ideal customer's daily life looks like adds an incredible personal element to your marketing. It also becomes practical – when is the best time to email your prospects? When are they most likely to respond? When are they most attentive? Your dream buyer is a completely different person at 8am on a Monday morning than at 6:30pm on a Friday. Be aware of this and use it in your marketing.

What makes them happy?

Inserting happiness into the buyer's journey can create a deeper level of emotional connection that cultivates loyal and raving fans for the long term.

"Ava finds joy in small wedding planning victories, like finding the perfect accessory or finalizing a vendor. She also cherishes moments of relaxation with her fiancé, celebrating their journey together. Positive feedback on her weight loss journey, whether it's compliments or noticeable results, also brings her immense happiness."

3. HOOKS

Develop Hooks & Body Copy

Messaging that resonates

X ways to achieve [Desirable Thing] without doing [Undesirable Thing]

HOOK #1

"4 Ways to Achieve Your Dream Wedding Body Without Starving Yourself"

BODY

Feel the pressure to skip meals for that dream dress? There's a healthier way.

Walk down the aisle looking and feeling vibrant. Our program offers balanced nutrition and effective workouts.

CTA

Embrace a healthier path. Discover the 4 steps now.

[Do Difficult Thing] in [Specific Period of Time] Even if [Shortcomings]

HOOK #2

"Lose 10-15 kg in Just 60 Days Even if You've Struggled with Weight Loss Before"

BODY

Tried multiple weight loss methods with no luck? Time for a change.

Our tailored program offers expert guidance and a supportive community for real results.

CTA

Overcome past struggles. Start your 60-day journey today.

Achieve [Desirable Thing] like [An Expert] Even Without [Something Expected]

HOOK #3

"Achieve a Bridal Body Like a Fitness Model Even Without Hours in the Gym"

BODY

Dreaming of that sculpted bridal look but short on gym time?

Our program offers efficient, targeted exercises tailored for brides. Get the results of intensive workouts in a fraction of the time.

CTA

Become the fittest version of yourself before the big day. Start your tailored journey now.

How to Eliminate [Biggest Problem] without doing [The Thing They Hate] Within [Specific Timeframe]

HOOK #4

"Eliminate Pre-Wedding Weight Stress: Achieve Your Dream Shape in Just 2 Months"

BODY

Worried about pre-wedding weight? We've got the solution.

Our program is designed for brides-to-be, focusing on effective workouts and nutrition plans to ensure you're aisle-ready.

CTA

Say goodbye to weight worries. Sign up and see results before your big day.