

For a single persona or target audience, answer the questions in the spaces provided.

1 A Hero

Who is our target audience?

Identify relevant demographical information including professional title, function, company, role in purchasing, age, religion, gender, family size, ethnicity, income, and education, etc.

Identify relevant psychographic information such as the hero's personality traits, values, attitudes, interests, and lifestyles, etc.

2 On a Mission

In the context of our product or service, what big picture outcomes does the Hero need or want? What are they after?

3 Thwarted by Problems:

a) Difficult Situations - at face value, what situations or scenarios is the Hero facing that prevents them from accomplishing their mission? What is slowing them down? What external events trigger a purchase?

b) Powerful Emotions - what is the Hero feeling about this reality of being thwarted?

c) Limiting Beliefs - what does the Hero believe about the world or themselves that thwarts their progress toward accomplishing their mission?

d) Injustice or Evil - what's wrong about their situation that's begging to be made right?

e) An Enemy - can you personify some or all the previous obstacles (a-d) thwarting the hero in the form of an enemy, saboteur, or thief?

4

Befriended by a Trusted Mentor

Who earns the Hero's trust through:

a) Compassion - what statement(s) can you make to demonstrate that you see the Hero's plight, have walked a mile in their shoes and take pity on them as fellow human beings?

b) Credibility - what statements can you make to demonstrate that you have competence or mastery over the five aspects of the Hero's problem? E.g. Number of years in business, clients helped, etc.

c) Certainty - what promise-statements can you make to answer likely questions, handle objections in advance, and further demonstrate awareness of the obstacles faced by the Hero?
E.g. "We will always ...", "We will never ...", etc.

5 Who Shows The Hero How To Overcome

In no more than three to five steps, describe your unique product or service offering, prescription, game plan, solution, or secret sauce in a step-by-step plan that, when followed, will free the Hero from what thwarts them so they can accomplish their mission.

6 And Challenges The Hero

a) Directly - what is your direct call to action? E.g. Schedule a Consultation, Buy Now, Call Us, etc.

b) Indirectly - list several possible challenges or calls to action to opt-in in exchange for a high-value piece of content. E.g. Download an eBook, Calculate your ROI, Take an Assessment, etc.

7 To Reject Failure

Make a statement that reminds the Hero the true professional and personal costs of doing nothing.

8 And Fight On to Accomplish The Mission

Make a statement that envisions what life will be like when the Hero accomplishes their mission. What will they have? Hint: what is their mission?

6 Resulting in The Hero's Transformation

From: Thwarted. Describe the pre-transformation emotional state of being thwarted. E.g. tired, frustrated, unsure, impotent, confused.

To: Accomplished: Describe the post-transformation emotional state of mission accomplished. E.g. victorious, confident, fulfilled, clear

Now What?

Now that you've mapped out the story of your Hero/target audience, you can now create compelling and consistent messaging statements and copy for your websites, landing pages, ads, email and social marketing, and more.

Too close to your own product or service and want an outsiders perspective?
Marketing Trail Guide can help.

Schedule a Free Consultation today:
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