

Prompt 1: Creating Your Customer Avatar

[DATA SET 1]

[Niche]=

[Avatar]=

[Specific Avatar]=

[Primary Goal]=

[Primary Complaint]=

[Secondary Goals]=

[Secondary Complaints]=

[Promises]=

[Benefits]=

[Objections]=

[Ultimate Fear]=

[False Solutions]=

[Mistaken Beliefs]=

[Expensive Alternatives]=

[Industry Who Profits Off Their Failure]=

Act as if you are a professional direct response copywriter who loves to use visceral, real-life, dimensional language. Then complete [DATA SET 1] using [Niche] and [Avatar] above as your foundation.

Prompt 2: Refining Your Customer Avatar

That's good, but I can't see and feel the results. Reword each using real-world examples and context while being as conversational as possible.

People who feel worthless generally chase after things to feel validated and are motivated through material possessions. How would this look in the above example?

People who feel helpless generally like to consume knowledge so they can educate themselves before making a buying decision. How would this look in the above example?

People who feel hopeless generally need reassurance and to know they are protected, cared for and in good hands. How would this look in the above example?

Prompt 3: Find the Core Emotion of Your Markets.

The key structure and learning outcomes frameworks of the emotional states of markets discussed in this text are as follows:

1. Markets exist because of unmet needs and wants. If these needs and wants are met, the market collapses.
2. The overall goal should be to collapse the market and become a utility.
3. Needs are more important than wants in driving buying decisions.
4. Sales processes include desire (want) and justification (need).
5. Products and services being sold in markets are often symbolic representations of the real wants and needs.
6. The core emotion of a market is the real want and need that is not being fulfilled.
7. Knowing the core emotion of the market allows for effective communication and marketing strategies.
8. Emotions are the base that generate change in markets.
9. People ultimately want to feel whole and complete and seek out products and services to fulfill this desire.
10. Understanding the core emotions of a market allows for targeted marketing and messaging.
11. Different markets have different core emotions, such as certainty in the crypto market and shame in the weight loss market.
12. Marketing should aim to fill or remove the core emotion to make customers feel complete or whole.
13. Effective marketing involves demonstrating value, showing the mechanism behind the product or service, and appealing to the core emotion of the market.
14. Copy cadence and rhythm can be used to create emotional engagement in marketing.

15. Layering emotions can enhance the marketing message and make customers feel even better after feeling complete.

16. The big idea in marketing can be a crutch and may not be as effective as understanding and appealing to core emotions and mechanisms.

17. Offers based on core emotions and mechanisms are more effective and less easily copied than offers based solely on the big idea.

What would be top 10 variations of the core emotional states based on DATA SET 1:

Prompt 4: Making Them Look Inward And Admit Their Deepest & Darkest Emotions

That's good, but I can't see and feel the results. Reword each using real-world examples and context while being as conversational as possible. Write it from a first-person perspective. It should sound like someone looking at themselves in the mirror and confessing to the cold hard truths of what they truly feel, but may never admit out loud to other people. Feel free to get emotionally raw, we will be resolving their pain later on.

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