**AVATAR DEEP DIVE RESEARCH**

* **Avatar Explanation:** (A concise summary of your ideal customer — who they are, what they’re going through, and what they’re looking for in relation to their core problem.)
* **Age:**
* **Gender:**
* **Pain Points:** (What specific problems or frustrations are causing them the most emotional or physical discomfort?)
* **Day-to-Day Struggles:** (What problems or frustrations do they face daily because of their main issue?)
* **Victories:** (What has worked for them in the past, even if just a little? What small wins have they experienced?)
* **Failures:** (What have they tried before that didn’t work? What past attempts or solutions have failed them?)
* **Goals:** (What are they trying to achieve in relation to their problem or desired outcome?)
* **Beliefs:** ( What do they currently believe about their problem, possible solutions, or products like ours? )
* **Desires:** ( What are their main and deeper desires? Start with “I want to… so I can… so I can…” to uncover the true motivation behind solving their problem)
* **Objections:** ( What might prevent them from trying a solution or choosing our product?)
* **Level of Awareness:**  (Refer to the customer's level of awareness as defined in *Breakthrough Advertising*. )
* **Emotions & Identity:** (What deeper motivations truly drive your ideal customers? Go beyond surface-level answers like “confidence” to uncover core desires like “authenticity” or “belonging.”)
* **Real Customer Language:** (What exact words and phrases do they use to describe their problem—and why? Understanding their language is like having a cheat code for connection.)
* **Visual Cues:** (What images or metaphors trigger action by addressing their fear, doubt, or hesitation?)
* **Trigger Moments:** (What situations or events push them to start looking for a solution or make a purchase?)