

Using PDOCS to Find Prospects and Mapping Out an ‘Unaware Avatar’

By now you should have at least 3-5 ‘real problems’ mapped out, then chosen 1 as the entry point.

You now want to extract a list of groups and congregation points to find this prospect.

Guess what? There likely is not a Facebook group called “ideal prospects looking for your solutions”.

Your ideal prospect could be hiding in a group that actually has nothing to do with your main offer.

Example:

You are a mindset coach who helps people get rid of negative beliefs and rebuild their mindset.

Where do you look?

Who are your clients?

Conventional programs will tell you to go into spirituality groups, mindset groups or groups full of prospects who are likely a) already aware about their problem and b) likely do not have the funds or (ironically) the mindset to see working with you as an investment.

So, **what can you do instead?**

You need to create an **‘Unaware Avatar’** breakdown.

Rather than map out all the qualities you want your client to be ‘the perfect avatar’, you need to look at where **they currently are** and the specific problems they have RIGHT NOW.

Let’s say for an example, you discover that the biggest pain point people have is ‘confidence to charge more for their program’. This is a problem you see everywhere, everyone asking about it.

Boom. You have a big pain point. A symptom level problem that indicates someone is struggling with their mindset that no other coach is really focusing on.

In this stage we are going to find dozens, even hundreds of ways to identify your client by identifying 'symptom level pain points' - the most in-demand, hair on fire problems that potential prospects currently have.

How to Create an ‘Unaware Avatar Breakdown’

#1 Find 3-5 Seed Groups/Communities [Anything that relates to your offer]

First we want to map out a small list of groups that contain prospects that could benefit from your offer (even if they do not know it yet).

E.g. If you are a fitness coach, then don't just focus on fitness groups. Look at dieting, community groups around healthy living, even entrepreneurial groups as your offer could apply to them as well.

We will begin finding groups across Facebook and LinkedIn (choose just one!). We want to make sure they are engaged and contain any potential clients.

If you are not sure, look for the criteria:

1. At least 250 members
2. At least 20 posts per month
3. At least 2-3 mutual friends

#2 Extract the deepest ‘symptom level pains’ that have high demand.

If you do not know where to start, simply just use broad seed keywords:

How
What
Struggle
Help
Frustrated
Lost
Confused
Nothing works
Overwhelmed

OR

If you feel confident to create your own seed list - try the PPSC framework

How this looks:

Write out the PPSC (Profession, Problem, Seed Keyword, Congregation Point (where to find them)).

Profession	Problem (Be Specific)	Seeds	Congregation Point (URL)
Home services business owner	Qualified appointments in area Leads out of state High budget Setting up new facebook page	Leads in area High paying	

#4 Be Specific About the 'Profession' - The Type of Messaging Will Change

Once you have extracted the 'symptom level pains', you want to take note of any profession or niche that is dealing with this problem.

This could be the role or anything specific about the people who deal with this problem (e.g. if the problem is 'account bans' there could be ecommerce owners, then there could be 'ecommerce owners with apparel stores' or 'ecommerce owners with subscription stores' - get specific.

Remember that different professions use different messaging to explain their problem.

#5 Extract the Keywords into Seed Lists

Once you have a list of 'symptom level pains', make a list of the keywords - this will be your trigger list. This is a fine tip comb that you will now use.

Like a fine tip comb, you will use your 'trigger list' to sift through groups and identify prospects that are dealing with these problems. You will then copy the URL of the posts, comment threads and even search strings. This is called a 'congregation point'. On day 3, we will go through all of these congregation points and begin generating conversations and booking appointments by making people problem aware.

#6 Map out the 'congregation point' so you can easily find that person later (e.g. the name of the group) or linkedin search string).

Now we begin mapping out the 'congregation point' of where to find these prospects. This will either be a group URL, a post thread or a search term.

Find groups, posts and threads

Your sheet should already be full of Professionals, symptom level pains, keywords and professions and now we begin extracting the actual congregation points.

facebook.com/groups/2016376418637725/permalink/2818139178461441

Copy the post thread URL

Facebook Ads Agency Scaling Secrets

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Jean-Michel Scaled
It hits your self esteem ONLY when you aren't used to it enough...
It's like hitting on women in the street, it starts becoming much easier when you know that there's a much higher chance that you'll get a "no"; you just go for it, without overanalyz... See More

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Jordan Steeves
Remember when quagmire from family guy took Chris to a clothing store? He asked every single women in that store if they wanted to get giggity with him, 99/100 said no to him.
Only one said yes. ... See More

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↳ 1 Reply

James King Baskin
Hey brother something I've worked hard on over the past 10 years has been self love, start with simple things like looking in the mirror and tell yourself "I Love You" while staring at yourself.

Like · Reply · 6w

↳ 2 Replies

Heather Koolhoven
I find people who are no shows tend to not take themselves seriously. You can also just see if they want to follow up and tell them this is your last available time you can follow up with them since your schedule is full. I have had some people who kee... See More

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Abhishek Paul
Gain experience

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About

[IMPORTANT] PL
Get your Kickstar

Private
Only member

Visible
Anyone can f

General Gro

Creating the Easiest Conversation in Your Life Using the 'How Hero'

Once you have identified some seed pain points - begin a 'How Hero'.

In its most simple form, this method is all about identifying prospects who truly need help with a specific problem, then reaching out in a non-invasive and helpful way. Anyone who has actively made a post or comment identifying themselves to need help is a great candidate for a 'How Hero'.

Directions:

1. Find a post of someone who genuinely needs help
2. Like the post
3. Add them as a friend
4. Take a screenshot of the post
5. Send them the script below

THE SCRIPT

Opening Message (followed by screenshot of original post):

V1: Hey {name}, did you ever get a detailed answer to this?

V2: Hey {name}, did you ever get a detailed answer to this? Might have some **internal resources** I can send you that I helped me.

[They Reply]

Second Message:

What have you tried so far? Think I can help.

[SEND]

[They Reply]