

WHO'S THE REAL HERO?

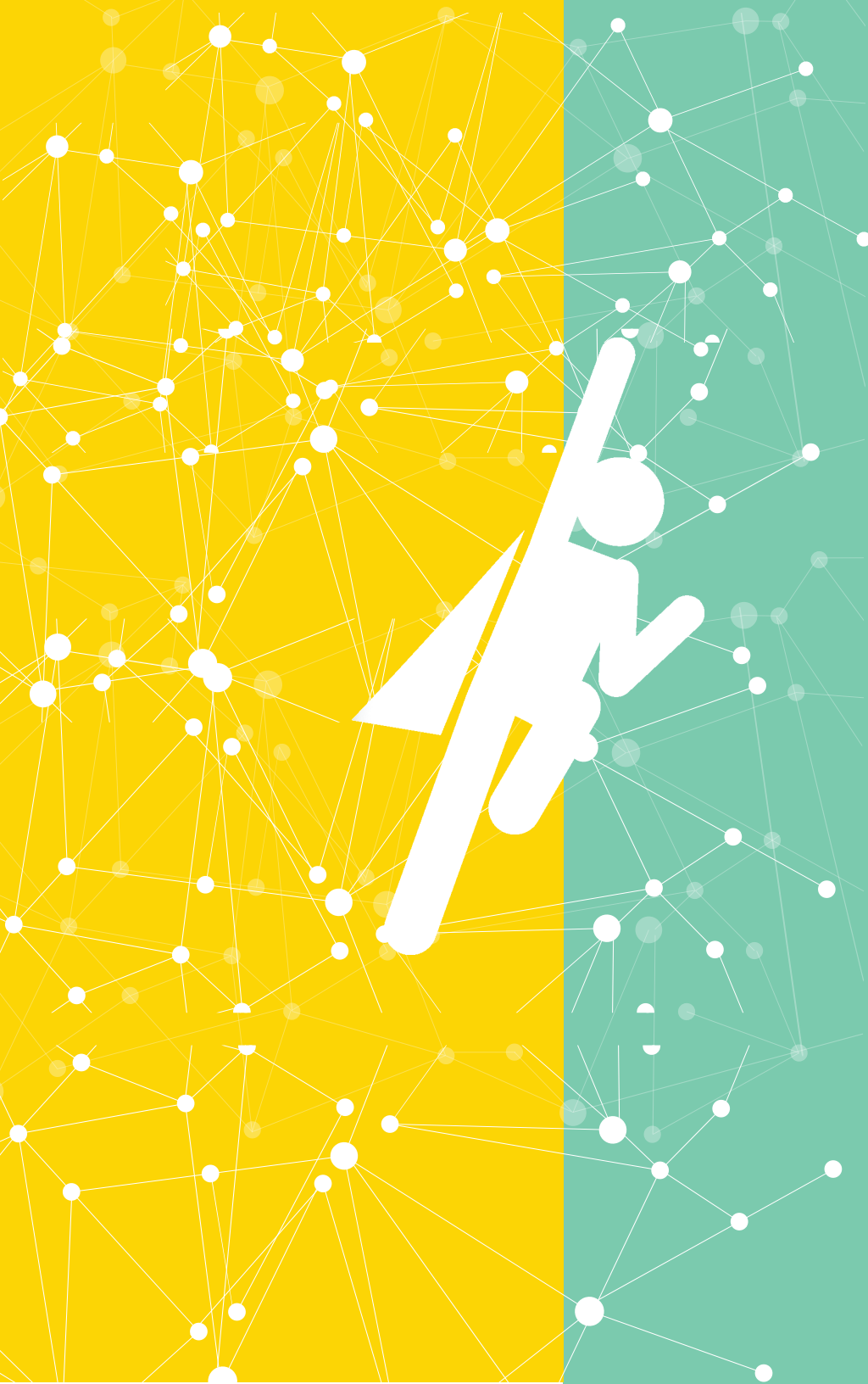
DEVELOPING A

BUYER PERSONA

THAT PUTS CUSTOMERS AT
THE CENTER OF YOUR
BUSINESS STORY.



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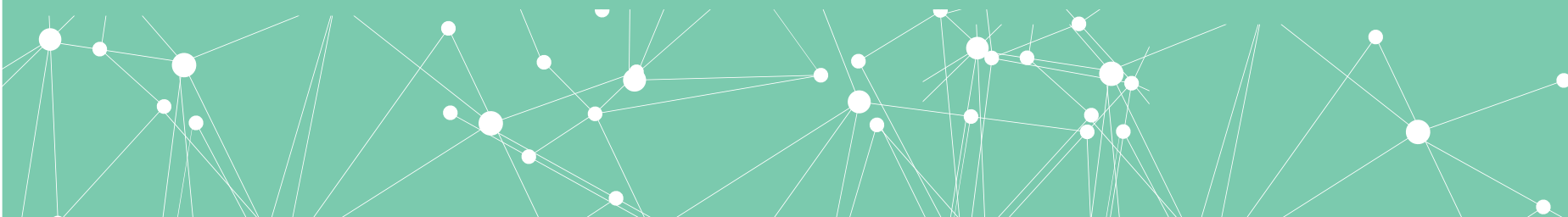
By definition, an entrepreneur is a person who takes risks in order to reap the rewards of an established set of goals. In this way, an entrepreneur is a lot like the mythic heroes of yore, blazing trails and conquering dragons.

However, the insightful entrepreneur will recognize that his CUSTOMERS CONSIDER THEMSELVES TO BE THE HEROES OF THEIR OWN STORIES, and he'll take a secondary role in their journey to help them achieve their purpose.

The brilliant mythologist Joseph Campbell proposed that all stories follow an archetypal cycle called the Hero's Journey. While Campbell was referencing knights and demi-gods in his cycle, the journey isn't so different from the journey that we all take as we seek solutions to our problems and rewards for our triumphs.



UNDERSTANDING THE STAGES OF THE BUYER'S JOURNEY
HELPS ENTREPRENEURS MAKE WISE DECISIONS THAT SUPPORT
THEIR IDEAL CUSTOMERS THROUGHOUT THAT JOURNEY.



THE HERO

THE HERO OF THE BUYER'S JOURNEY IS, OF COURSE,
THE BUYER, YOUR IDEAL CUSTOMER.



Is the hero a man
or a woman?



Green rectangular response area for the first question.

At what stage of life does
the hero find herself?



Green rectangular response area for the second question.

What sort of education
does the hero have?



Green rectangular response area for the third question.

What resources does the hero
have at her disposal?



Green rectangular response area for the fourth question.

What does she do to support
herself and her family?



Green rectangular response area for the fifth question.

What does she do in
her spare time?

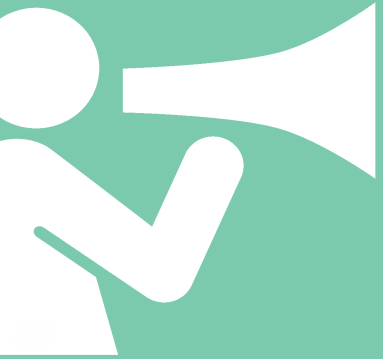


Green rectangular response area for the sixth question.



CALL TO ADVENTURE

THE HERO FEELS A DESIRE TO TRANSFORM HER LIFE, A CALL TO ADVENTURE. PERHAPS SHE WANTS TO IMPROVE HER HEALTH THROUGH EXERCISE OR HER CAREER TRAJECTORY THROUGH A TRAINING PROGRAM. .



WHATEVER THE TRANSFORMATION SHE'S SEEKING,
SHE'S ESTABLISHED A GOAL,
AND SHE'S DETERMINED TO REACH IT



What goals does your ideal customer have?



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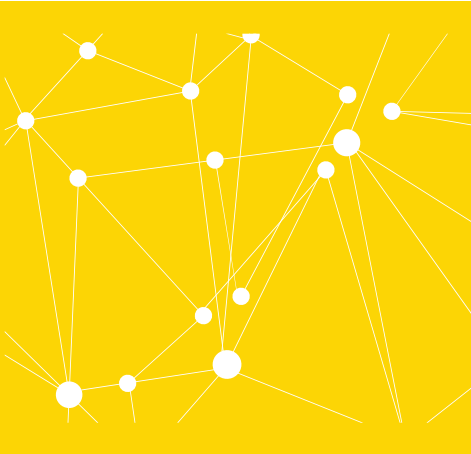
What will the achievement of these goals look like?



Teal rectangular box for notes.

THRESHOLD GUARDIAN

THE HERO CONFRONTS WHAT SEEMS TO BE AN INSURMOUNTABLE OBSTACLE.



IN THE CASE OF EXERCISE, SHE MAY DREAD THE IDEA OF GOING TO THE GYM EVERY DAY. IN THE CASE OF A TRAINING PROGRAM, SHE MAY FEEL THAT MAKING TIME FOR THIS GOAL IS UNTENABLE.



What prevents your ideal customer from moving forward towards her goal?



What obstacles must your ideal customer overcome to achieve success?



THE MENTOR

THIS IS WHERE YOU COME IN.



YOU'VE DISCOVERED AND HARNESSSED TOOLS TO HELP THE HERO OVERCOME ALL OF THE OBSTACLES IN FRONT OF HER. YOU'RE HERE TO HELP HER AND GUIDE HER TOWARDS HER TRANSFORMATION.



How can you help your ideal customers overcome the obstacles that stand in their way?



Teal rectangular box for notes.

How can you help your ideal customers achieve their goals?



Teal rectangular box for notes.



TEMPTATIONS & CHALLENGES

THE HERO FACES TEMPTATIONS AND CHALLENGES ALONG THE WAY.



If you own a gym, the Hero may be tempted by a cheaper membership elsewhere. If you're offering an online training program, she may be anxious about the learning curve she must overcome to use your software.

Understanding these distractions allows you to offer continued support and guidance and to build a relationship based on trust and loyalty.

What might prevent your ideal customer from choosing your service or product over a competitors?



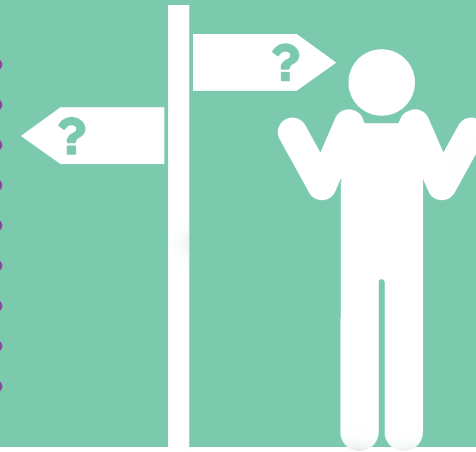
What do your competitors offer that you do not?



THE DIFFICULT DECISION

ALL OF THE OPTIONS ARE LAID OUT BEFORE THE HERO,
AND SHE HAS TO MAKE A CHOICE.

THIS CAN BE A PARTICULARLY STRESSFUL TIME FOR HER, ESPECIALLY IN TERMS OF PURCHASES THAT ARE COSTLY OR INVOLVE SOME RISK.



How can you make the choice easier for your ideal customers?



Green rectangular box for response.

What can you offer that none of your competitors can?

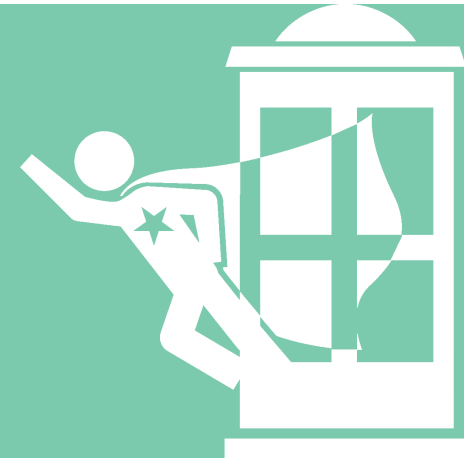


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TRANSFORMATION

THE HERO OVERCOMES THE OBSTACLES AND ACHIEVES HER GOAL WITH YOUR SUPPORT AND ASSISTANCE.

SHE'S FEELING HEALTHIER AND MORE CONFIDENT.
SHE'S EAGER TO SHOW OFF HER NEW SKILLS IN THE OFFICE.
IN SHORT, SHE'S GOT A NEW LEASE ON LIFE,
AND SHE'S EXCITED ABOUT THE FUTURE.



How can you support your customers throughout their transformation?



Empty teal rectangular box for the answer to the first question.

How can you celebrate your ideal customers' successes?



Empty teal rectangular box for the answer to the second question.

ATONEMENT

WE ALL MAKE MISTAKES, AND SOMETIMES MENTORS - THAT IS TO SAY, YOU - LEAVE THE HERO FEELING DISSATISFIED.

WHEN THAT HAPPENS, IT'S IMPORTANT TO RESPOND PROMPTLY IN ORDER TO MAINTAIN YOUR RELATIONSHIP AND KEEP YOUR REPUTATION UNTARNISHED.



How will you compensate your ideal customers for mistakes that you make?



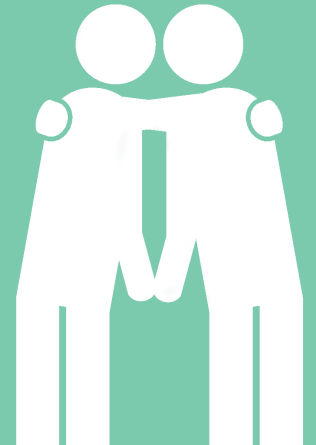
How will your employees communicate with dissatisfied customers?



THE RETURN

IF YOU'VE OFFERED SUPERIOR GUIDANCE AND SUPPORT, IF YOU'VE BUILT A RELATIONSHIP WITH YOUR CUSTOMERS BASED ON TRUST AND LOYALTY, YOUR CLIENT WILL RETURN TO YOU OVER AND OVER AGAIN.

HOWEVER, THEIR COMMITMENT SHOULDN'T SPELL THE END OF YOUR DEDICATION TO THEIR HAPPINESS.



How can you continue to support your ideal customers once they've committed to your brand?

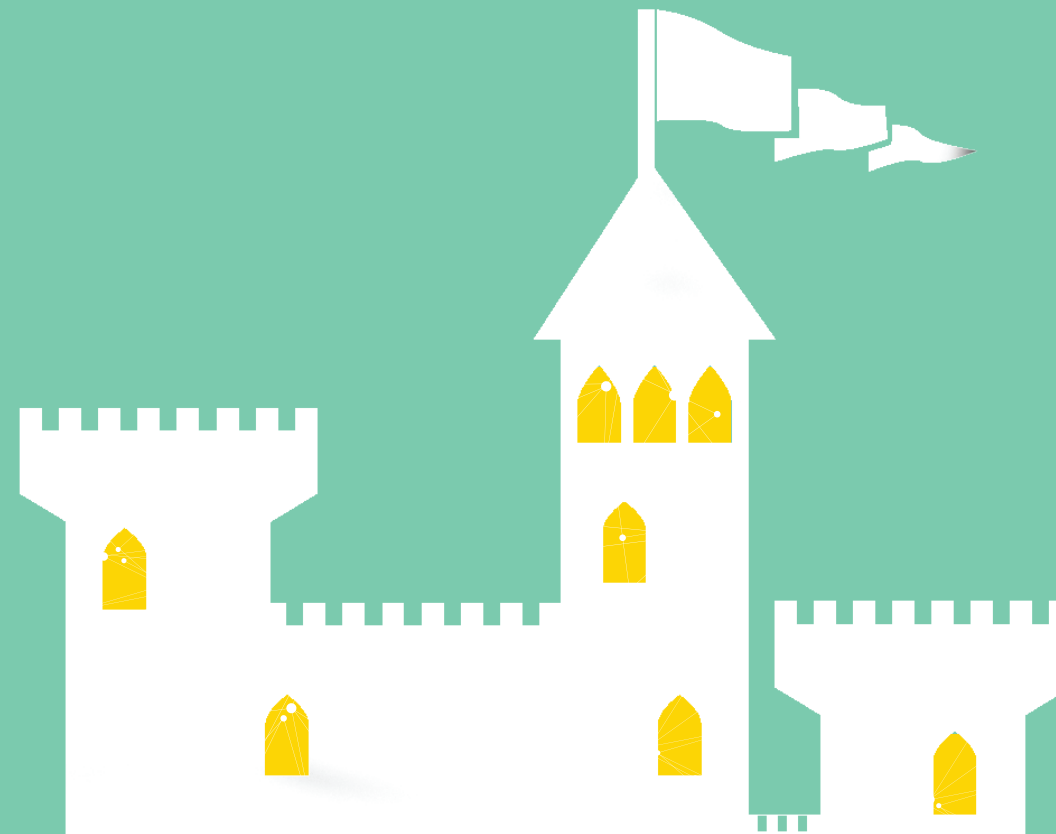
How will you encourage loyal customers to share their experiences with others?

THE END

BY REIMAGINING OUR ROLE IN THE LIVES OF OUR IDEAL CUSTOMERS,
WE PLACE THEM WHERE THEY BELONG - AT THE CENTER OF OUR BUSINESS MODELS.

The real heroes are the people we serve who are conquering obstacles in order to reach their goals.

When we imagine ourselves as heroes transforming the lives of faceless consumers, we forget who the story is really about. Instead, embrace the role of the mentor who helps heroes transform their own lives.



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