

# Social Media Mastery

## Avatar Building Exercise

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This process is to help you unlock the desires, needs, fears, and desired situations of your avatar.

### **Market Analysis Questions**

Please answer the following questions...

1. List the industry (or niche) you are serving through your organization
2. What is their current understanding and situation as it relates to this niche
3. What desired situation are they looking to achieve when consuming your content or product?
4. How important is this content or product to their current mindset/situation? (1-10)
5. Who are they most frustrated at?
6. What are they afraid of?
7. Is there a way of delivery that they typically prefer to be spoken to? (yogi's tend to resonate more with emotion where engineers typically resonate with logic)
8. Who else is selling or creating something similar to your organization?
9. What is working for the person also currently selling/sharing to them? (can we replicate it?)
10. What is not working for the person also currently selling/sharing to them?

## Creation of Avatar Profile

This is a vital process to creating an intimate look through the lens of your avatar. This information will be a reference for content and copy creation.

Take 30 minutes to answer the following questions and truly tap into the mindset of your ideal avatar. This investment of time will lay a solid foundation for the understanding of your end viewer.

- 1.) Create a name
- 2.) Age
- 3.) Location
- 4.) Education
- 5.) Occupation
- 6.) Brief history
- 7.) Desires
- 8.) Fears
- 9.) Social media platforms they use
- 10.) Type of content they consume
- 11.) The articles, influencers, or news they consume
- 12.) What problem your product/content solves for them
- 13.) How your product improves their life
- 14.) What goes through their mind before purchasing?

Upon completion of the questions above, write 2-3 paragraphs concising the current life situation of the avatar you created above.