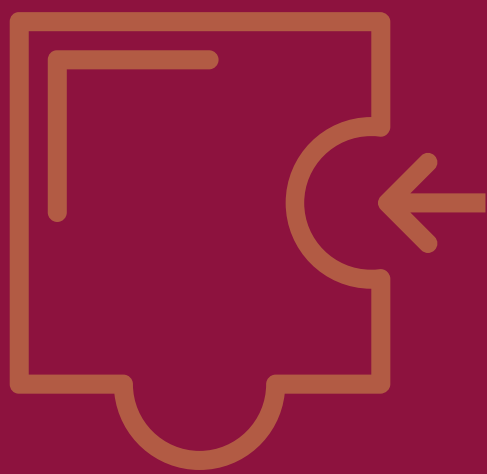


Symbiotic Ascension System

First Steps To An Awesome Avatar

(And Copy That Connects & Converts)



The Checklists

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The Checklists

There may be many, many people interested in what you have to offer - but that doesn't mean you should always be trying to tune into everybody's wavelength, to reach the widest possible audience. The truth is, when you attempt to speak to every-man, all of the time, you often end up with diluted messages that speak to no-man (or wo-man) most of the time.

You can, of course, develop many Customer Avatars - but you must begin with one. So, why not begin with the one that is ready, willing, and able to take up your offer and will absolutely love what you do?

The only way you'll find 'the one' is to get inside your potential customer's head, so you can understand what they want, need, think and feel; and that means digging deep into their drives, fears, dreams and desires.

This set of four checklists will give you a clearer idea of where to begin digging, so you're able to visualise a fully rounded, tangible human being you can then get to know, understand and relate to.

And this is how the magic happens. This is how you bring your copy to life in a way that resonates deeply to the extent, that your visitors, readers and leads feel you're "in their heads" and "speaking their language". This is how you can truly connect, and connection - clickety-click - leads to conversions.

And so... to get yourself on the path to copy that can more effectively connect and convert, here's what you'll need to know...



1: Demographics



It's basic stuff, but it's stuff that can help turn your Avatar into a tangible person you can then begin to understand and talk to man-to-man, woman-to-woman or any combination in-between.

Platinum Points:

- Name
- Age
- Sex
- Location
- Education
- Occupation | Job Title | Role
- Income
- Marital Status | Family
- Home Status (Rent | Own | Share | Solo)

Silver Points:

- Pet Causes
- Digital | Tech | Web Awareness
- Main Interests

Gold Star:

- Info Sources (sites, blogs, magazines, groups, media, influencers)



2: Traits



What makes your Avatar tick, is what makes your Avatar do. Understand this, and you understand what they need. Seek to understand and empathise, so you can connect and communicate in a super-state of symbiosis.

Platinum Points:

- Values
- Attitudes
- Beliefs

Silver Points:

- Politics
- Lifestyle
- Ethics
- Religion | Spirituality

Gold Star:

- A favoured quote that helps you understand how your Avatar thinks



3: Cores



So what drives or stops your customer? Same as drives and stops us all: hopes and fears, dreams and desires. But what specifically are their core drivers? The things that dictate what, why and how they do what they do?

Platinum Points:

- Problems
- Pains
- Fears

Silver Points:

- Objections
- Challenges
- Obstacles

Gold Star:

- Dream Mentor



4: Aspirations



The surface stuff is useful, but what lies beneath? Aspirations are at the core of the cores, but are so, so important they get their very own checklist. So, what really motivates these aspirations? It's about the why, more than the what.

Platinum Points:

- Wants most
- Needs most
- Desires most
- Why they want it; why they need it; why they desire it

Silver Points:

- What they lack
- What they want to be
- Attributes and behaviours they aspire to
- The gap between where they are and where they want to be

Gold Star:

- The person, your customer would most like to emulate



Are You Good?



Once you're able to tick off most of the items on these lists, you'll be one big step closer to finding your 'one and only' Awesome Avatar. This checklist set is the first of a 3-Step Process, so if procrastination, (or distraction from felines on Facebook), is a problem, then moving forward one steady step at a time is the solution. Luckily, Part 2 of this process will help you do just that. Introducing...

The Complete Avatar Process Workbook!

Step 1: The Questions

The full checklist set, helps clarify what you need to know about your Customer and where the gaps in your knowledge are.

Step 2: The Answers

Exercises that expand on the checklists, to push you into action, actually fill in the information and flesh out your Avatar's character.

Step 3: The Stories

This final set of exercises are where you'll find the gold that can transform your Average Avatar into an Awesome Avatar, by helping you develop deeper insight into what they think, feel, need and - most importantly - the actions they take. As in...

The Buying Process Story

This is a comprehensive set of exercises to help you 'see' each step of the customers buying journey; understand their decision making and all their thoughts and feelings along the way. Why they needed you; how they found you; and why they bought from you.

And once you have this understanding and insight, you'll always have the right tools ready to communicate the right message, in the right way, at the right time - throughout your Funnel and beyond...

[Click Here To Get The Complete Avatar Process Workbook Now!](#)



Need More?



Avatar (Done With You) Service

Short of time, or just not getting round to creating your Avatar? Help is at hand. With our DWY Service, you can book a call and we'll go through the complete workbook together and then get the completed Avatar back to you quick, sharp.

[Example.](#)

[Find Out More About The Avatar DWY Service Here](#)

Or if you're almost there and just need a little help or second opinion, simply [book a 1-2-1](#), and we'll help you nail it in an hour or two.

Avatar (Done For You) Design Service

Want everyone in your business to really appreciate just how awesome your Avatar really is?

Our DFY Design Service will banish that boring, plain old monochrome text doc to the rubbish bin, and replace it with a full colour (almost) living, breathing image rich PDF (or animated slide-show) customised to properly evoke the spirit, thoughts, feelings and desires of your target customer.



[Find Out More About The Avatar DFY Design Service Here](#)



Symbiotic Ascension System

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The Bulletproof Funnel Framework

Who?

Over the years - ok decades - Nick Conneff has turned in his best work, initially as a deep house DJ; turned producer, then a property investor; turned entrepreneur and he's currently turning his hand to helping like-minded individuals with conversion copywriting and digital marketing.

He's nice like that.

Currently, copywriting, landing pages, conversion optimisation, content creation (writing, video, audio), sales funnels, email marketing, traffic acquisition, and project management are all things he can lend a hand with.

nnnnnnnnkkEmpty text

Significant projects in the past have included running an independent record label and developing an education & welfare program ifor underprivileged kids.

He works both from his home in the UK and - when the weather takes a predictable turn for the worst - remotely from South East Asia

You can [email him here](#) or connect him via [Linkedin here](#).

