

# Who Is Your Audience?

Defining Your Struggling Avatar



## STANDING OUT AND TAPPING INTO...

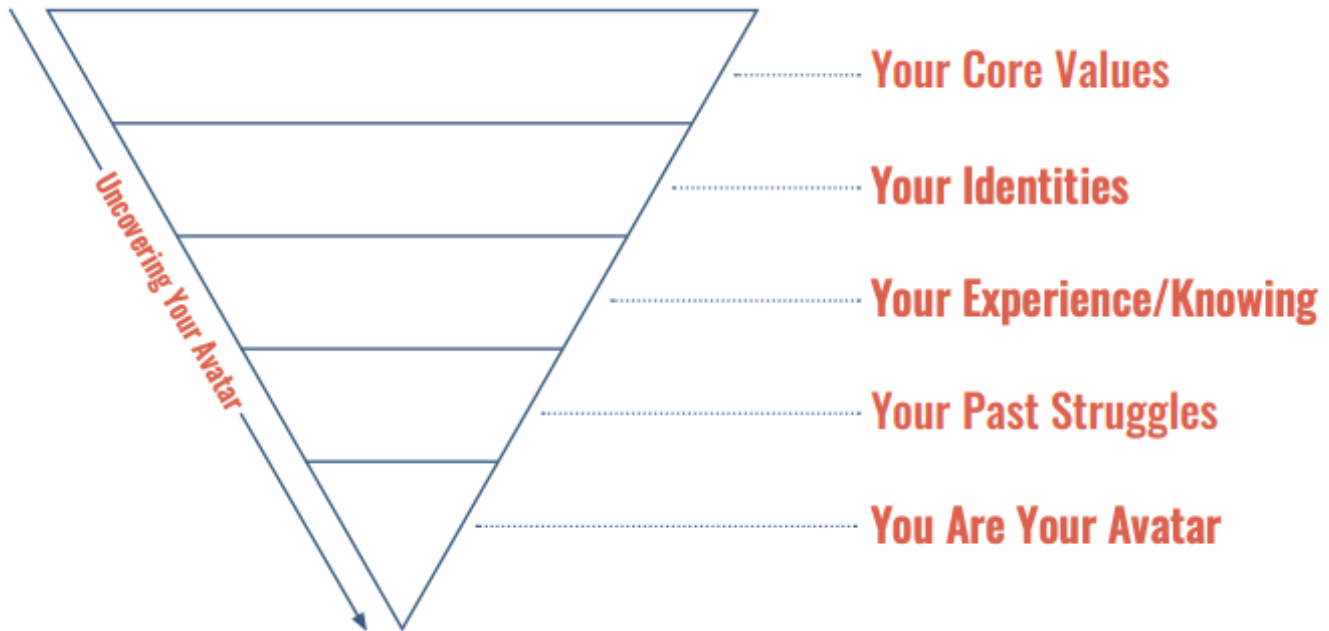
by Brandon Lucero

Most training you get around your "ideal client" or "target audience" is too surface level and generalized that your audience never realizes you are relevant to them on both a personal and business level. In order to stand out with your message, you have to understand how you connect with your avatar and get them to SELF-identify that your messaging is relevant to them and that you are talking directly about them.

**This worksheet will allow you to properly define what we call your "Struggling Avatar", which gets them to self-identify and automatically say "They are talking about me!".**

# STEP 1: UNDERSTANDING YOUR AVATAR ON A DEEPER LEVEL

In order to connect with your audience on an identity level you have to remember that you were in their shoes before at one point.



When you're teaching, helping, providing a serving you were able to improve it or create something that solves a problem only because you KNOW how. And that came from you going through certain struggles... you had to go through the struggling avatar's journey to get here.

You are your struggling avatar. Stop making up identities and avatars.

In the next pages, you will be asked a lot of questions about your avatar, but think about YOU while you are answering them. Go back to the state you were in before you came up with your course/service/solution.

Now defining your struggling avatar is only one piece of your messaging pie. But you **must** get clarity on this before you can move forward with establishing your unique and impactful message.

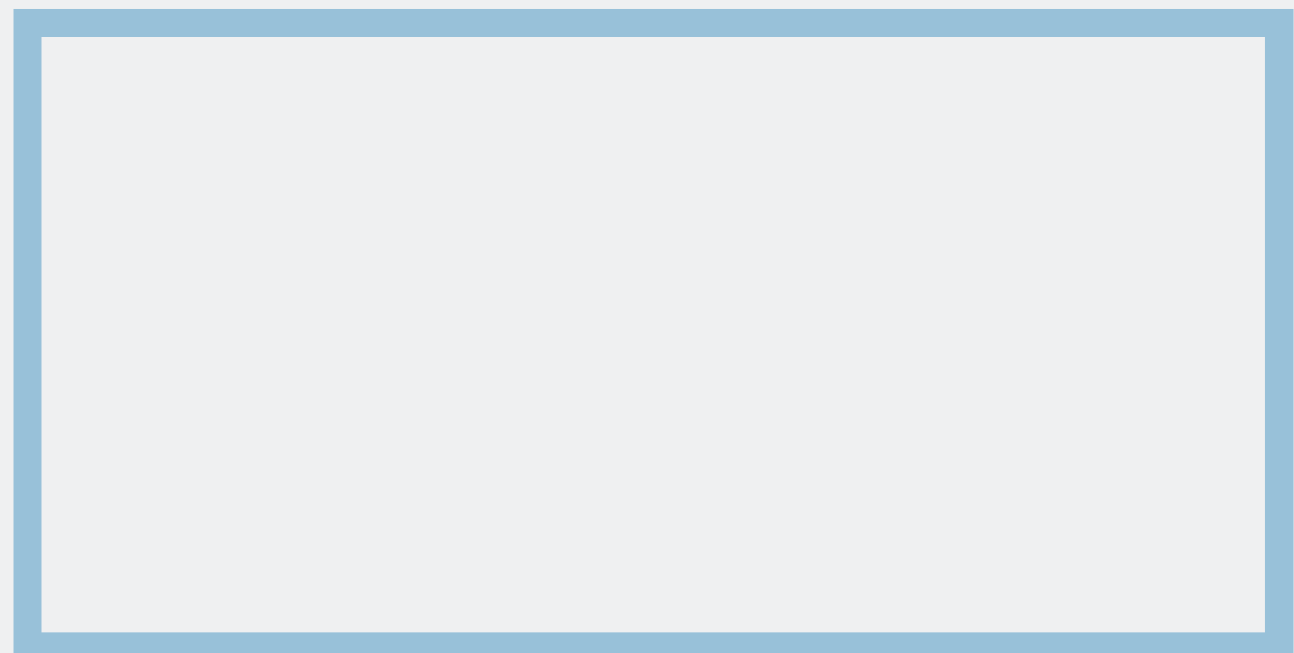
## STEP 2: LIST OUT THE STRUGGLES & EMOTIONS THEY CURRENTLY HAVE

Remember, you had these same struggles at one point too. What were they? Go back to your worries, beliefs, and actions that were keeping you STUCK.



## STEP 3: WHAT WOULD THEY LABEL THEMSELVES AS? OR WHAT DO THEY FEEL?

This will be a noun or nouns like mother, teacher, entrepreneur, student, patient, traveler.



## STEP 4: COMBINE WHAT YOU'VE GATHERED FROM STEP 2 AND 3 INTO AN IDENTITY NAME

E.g. The Unheard Entrepreneur, The Isolated Employee, The Lost College Grad



Step 4 should create an identity name you can use in your content. So instead of a long-winded description or the noun of their profession/passion, you have a unique struggling avatar identity.

For example, I work with entrepreneurs. But that's too general, right? So I help unheard online entrepreneurs.

Now, when I am creating content I can tap into the struggles and emotions they are *currently* experiencing with their content and message.

And then when I use the name "Unheard online entrepreneur" they identify with it... they agree on their *own*.

## STEP 5: WHAT MISTAKES AND ACTIONS (OR LACK OF ACTIONS) ARE THEY DOING THAT CREATE THE PROBLEMS THEY'RE EXPERIENCING?

Step five is used when you start to ideate and create content that is scripted to tap into the identity of your struggling avatar.



Now that you have an idea of who your struggling avatar is, go test it. The only way to find out if it resonates and lands with your audience is if you try it.

Remember, this is YOUR message. You don't have to be married to the first thing you come up with.

I always tell my students what you start with will not be what you end with.

But in order to create an impactful and effective message you have to **start**.

If you liked this worksheet and want to see more, let me know!

Follow me on Instagram for more messaging tips @iambrandonlucero



# Whom Can Your Audience Become?

Defining Your Future Paced Hero



## GOING FROM STRUGGLING AVATAR TO FUTURE PAGED HERO

by Brandon Lucero

In the previous worksheet, I gave you the steps you need to communicate with your audience on a level of where they are at RIGHT NOW. This is called "The Struggling Avatar" Identity. Through specific scripting and language frameworks, you can tap into that identity and get your audience to think "oh my gosh, that's ME"

The next step is defining the identity, The Future Paged Hero, they can have should they experience your unique solution. And that is the one you can create in this worksheet.

# STEP 1: LIST THE OUTCOME YOUR STRUGGLING AVATAR WANTS IN 1-3 WORD PHRASES

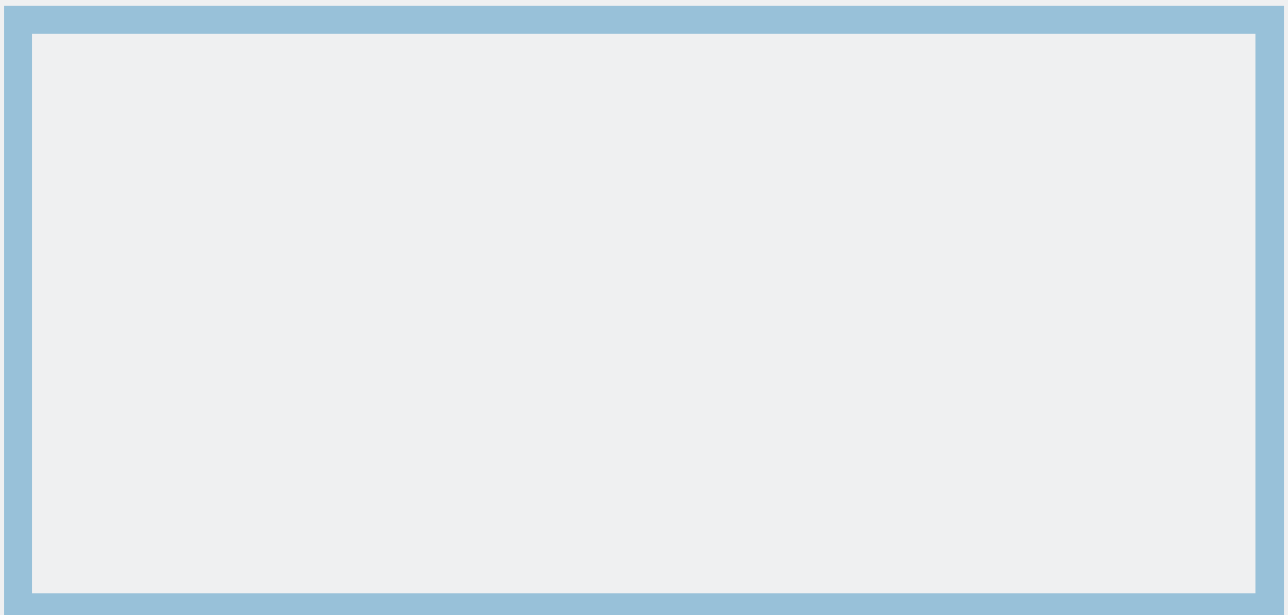
This identity is the one your audience DESIRES... and it's the one they can attain when they come out on the other side of your unique solution. Remember, you've already identified the struggling avatar in the previous worksheet - their way out of that identity is your unique solution - and the end goal is the identity of your future paced hero.

## STEP 2: HOW WOULD THEY FEEL WHEN THEY HAVE THE RESULTS YOUR UNIQUE SOLUTION CAN BRING?



## STEP 3: WHAT LABEL OR IDENTITY DO THEY AND THE REST OF YOUR NICHE HAVE?

Or what do they feel they are doing? HINT: This will likely be a noun.





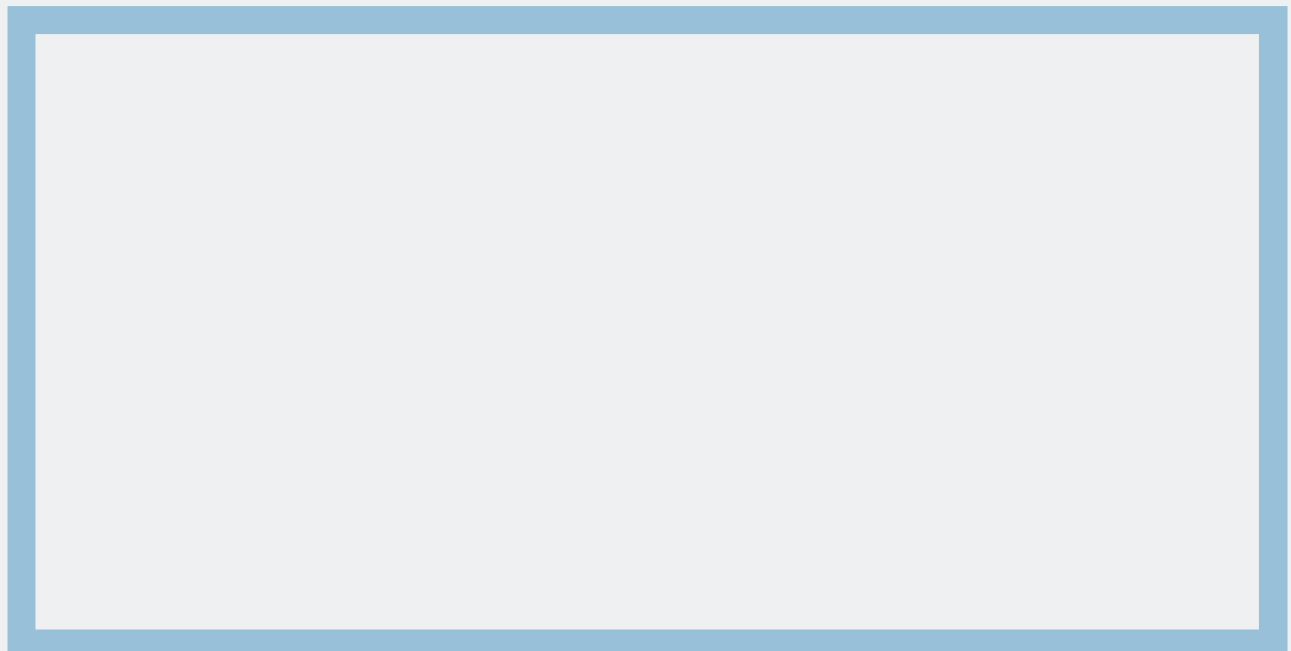
The CURRENT version of yourself is likely the identity of your Future Paced Hero.

When you are creating the label/identity for your Future Paced Hero remember what you named your Struggling Avatar.

My Struggling Avatar is "The Unheard Entrepreneur" and my Future Paced Hero is "The New Generation Entrepreneur"... BOTH have the word entrepreneur in it. Keep this in mind.

## **STEP 4: COMBINE ANY ADJECTIVES OR PHRASES FROM STEPS 1-2 WITH STEP 3 TO CREATE A FUTURE PACED HERO**

This should be something they desire to be!



Now I do not want you to overcomplicate this... the most important piece to all of this is to just get started.

What I always tell my students is, what you START with won't be what you END with.

But the only way to get to the "end" is to begin, right?

What you land with today will give you so much more clarity than what you had yesterday. And once you start testing and putting adding in your struggling avatar and future paced hero identities into your content you will start to have new realizations and EVOLVE your message from there.



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