

Deep Dive Into Your Ideal Human in Relation to Your Offer

Your Ideal Human (Before Your Solution/Product)

1. What does their typical morning look like?
2. What are their little everyday annoyances that they encounter?
3. What does their nightly routine look like?
4. What books, shows, media are they likely consuming right now?
5. What are they tired of seeing/sick of?
6. What is it about how you run your business/program/offer that will resonate with their personal values?
7. How do your Ideal Humans inspire you to be better?
8. What do you refuse to let them be exposed to or endure anymore?
9. In what other areas can you take a stand with them (or for them)? (Think in terms of competitors or common conventions that have let them down and disillusioned them.)
10. What suspicions/conspiracies/fallacies can you confirm for them?
11. What (or who) are your common enemies?

Your Relationship with Your Ideal Human

1. Why do you do what you do?
2. What is it about your audience's struggles that breaks your heart?
3. What reality do you see for them -- that they don't yet see for themselves? Do you have an example of that?
4. What pains you most about their inability to see that potential?
5. What was your biggest FAILURE as a coach/educator/program creator? How do you feel you let that market down? And what did you learn from that experience? What vows did you make from that moment?

Your Ideal Human's Perceived (or Real) Limitations

1. What's the biggest excuse your avatar makes for having NOT achieved a favorable outcome yet?
2. How might that excuse be justified? How can you validate that excuse?
3. What is it about you or your method that overcomes that limitation?

4. How do your biggest competitors fall short in overcoming it?
5. What is a false belief they have about the industry?
6. About themselves and their ability or capacity to achieve it?
7. About the best way to solve the problem or achieve the outcome?
8. Why might it be a GOOD thing that they've waited until now? Do you have an example to back that up?
9. List the 3-5 biggest objections they might have around forging ahead with your product? And for each, explore how you can create comfort and ease around it?
10. What are their most commonly held and widely-accepted beliefs and paradigms that DON'T serve your prospect? Ones that they're most READY and willing to be released from.

Encouraging Self-Forgiveness and Empowerment in Your Ideal Human

1. What skills, characteristics, experiences, circumstances, or points of pride, exclusively empower your prospect to achieve the end result?
2. What missteps, regrets, or sunk costs might they need to forgive themselves for BEFORE being willing to change?
3. How can any of those previous failures be re-framed as necessary steps or prerequisites for where they are now? How can you alchemize that misfortune into something useful?

Validating Your Ideal Human and Making Them Feel Understood

1. What can you confirm to them about their present experience/struggle as it relates to the problem your product solves?
2. What can you confirm to them about WHY solving this really matters in their life?
3. What can you confirm to them about their skepticisms and reasons for being rightfully skeptical?
4. Where have they been MOST let down or disillusioned?

About Your Product/Solution

1. What is the main *magic wand* moment or outcome your product can deliver?
2. Why is this important to your prospect? Or, why is it what they REALLY need?
3. One level deeper, WHY does that matter?
4. And if you can go even deeper, why does THAT last one matter?

5. What new opportunities will arise as a result? (how do we frame this as a push goal, that opens them up to new favorable opportunities. How can we connect this outcome to other important wants).
6. What other intangible or unexpected problems does buying your product solve? ie. Freeing them from “the search” for a solution ie. Confidence to double down - knowing that they’re getting an ROE (return on effort)
7. What are the 4 Levels of Benefits they’ll experience using your product:
 - a. LEVEL 1 (Immediate/Tangible)
 - b. LEVEL 2 (Immediate/Emotional)
 - c. LEVEL 3 (Long-Term/Tangible)
 - d. LEVEL 4 (Long Term/Emotional)
8. In vivid detail, what does “success” in your program look like in 3 days?
9. 3 weeks?
10. 3 months?
11. 12 months
12. In vivid detail, what would their life look like 3 days from now if they DON’T buy your product?
13. 3 weeks?
14. 3 months?
15. 12 months

Going Deeper Into Their Moment of Highest Tension/Tipping Point around the Problem

- Where are they judging themselves most critically?
- What can’t they accept/tolerate in themselves?
- What would they be most embarrassed by if their peers saw or knew?
- Where have they failed to meet their own expectations? The expectations of others?