

Student Avatar Exercise

This worksheet will require some thinking, but it will set you up so that everything you do, say, and write will speak directly to your most perfect “student”. You cannot stand out while pleasing the “masses.” You must zero in on your avatar’s deep problems.

1. The biggest result we can help a student achieve is?

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2. Describe the favorite “student” you’ve ever had, and you want more of.

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3. What’s the biggest problem your most ideal student has? Describe it in rich detail; calling, purpose, identity.

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4. What frustrates your ideal student the most? Describe in rich detail; education, understanding, support.

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5. What are the four to five steps for them to achieve success and get results?

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6. What keeps your perfect student awake at night (worry, fear, anxiety)?

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7. What humiliates your perfect student (an event or occurrence they are trying to avoid)?

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8. What is the cost of staying where they are right now? What will happen if they don't fix it?

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9. What is their most urgent, pressing crisis they have to have solved right away (the real 'pain' they're facing, the thing they need fixed immediately)?

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10. What are the top 3 things that frustrate your perfect students on a daily basis (is it doing things they don't want to do? Can't do? Or their circumstances?)

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11. What does your perfect student want more than anything else?

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12. Explain what you would do if you were in their situation – high level steps. Share “what” you would do, not “how” to do it.

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13. What is the BIGGEST MISTAKE your perfect student is making right now (related to the problem you solve)?

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14. What does your perfect student complain or ponder about when they’re with their friends or family (i.e. “I don’t know what to do with my life”, “How do I know my purpose?”, “I don’t have enough money”, “I don’t have enough time”, “I don’t know how to do this”, etc.)

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15. Name (and link to) your 4 most important competitors.

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