Worksheet:

Crafting Your Magic Words (PPDL Customer Attraction Map)

This worksheet will walk you through some questions to help you determine who you want to serve and attract (also called a customer avatar).

This is critically important because you have to know who your prospect (potential customer/builder) is and what drives them in order to find them, connect with them, market to them and serve them the solution they are looking for!

You've likely heard the phrase, "You can't hit a target you haven't set" this applies beautifully to the importance of having a clearly defined Customer Avatar.

Having a deep understanding a clearly defined Customer Avatar will help you:

- Answer two questions: Who's it for? What's it for?

- Build know, like, trust and understanding with your audience. This is essential if you are in business for the long-term.

- Practice sales prevention! Yes, your product or service isn't for everyone so stop wasting your precious time marketing to everyone.

- Determine what social platforms they are spending their time on so that you know where your business should be present and active.

- Deliver relevant messages. Be more effective and focused in the delivery of your content. If you are using sponsored posts, this will help you spend your marketing dollars wisely.

Complete the Worksheet (PPDL Map) on the Next page.

MORE AWESOME RESOURCES TO HELP YOU CRUSH YOUR GOALS!

Attraction Marketing Formula E-Book: Want fast track your results from this training? The Attraction Marketing formula is the book that started us down a completely different and better path to building our business online. This book has taught us how to attract and enroll more customers and teammates into our business using Social Media… **without cold market prospecting, offline methods or social media spamming.** Check it out today!

Mental Wellness Movement Makers: If mental wellness is your jam, you're into ecommerce style network marketing and you're exploring different revenue streams, come on over and check out our community. If you are ready to build 100% online and have done for you content, posts and messages that convert, this might just be what you have been searching for. This team is getting results (In the last 30 days, we had 378 people join and 112 people rank advanced).Click here to learn more.

PPDL MAP

My ideal client/builder is…	Pains/Fears	Desires/Goals	Language
Age: Gender: Marital Status: Kids?: Annual Income: Level of Education: Hobbies/Interests:			

CRAFTING YOUR 'I HELP STATEMENT'

To craft your 'I help' statement, choose one character trait that stands out the most to you from the person description above, choose one dream/desire, choose one pain/struggle/fear (optional)

I HELP _____ (person) to do _____(dream/desire) without _____ (pain/struggle/fear).

PRO TIP>> Refer to your 'I Help' statement and PPDL map as you craft your social posts. Pin it on your wall and keep it handy!