



The 3 Key Componentenets

You Must Get Right To Sell Online

Know Your Prospect

Give Me Six Hours To Chop Down
A Tree And I'll Spend The First
Hour Sharpening The Axe.

-Abraham Lincoln



*To research an ad for one of his highest-producing clients, Proactiv+ Acne Treatment, Dan (Kennedy) told me he reads a full year of teen magazines, all the most popular books (like the Twilight series), watches their favorite TV shows, sees the hit movies – allowing him to essentially **eavesdrops on the conversations** of his customers.*

Kevin Rogers from CopyChief.com

Research

1. Know Your **Prospect**
2. Know Your **Competitors**
3. Know Your **Product**

Know Your Prospect

Getting To **Know Your Prospect**
Will Help You Feel What They Feel

Knowledge + Emotion = **Empathy**

**Empathy For Your Prospect Is
What Make It Possible To Write
Copy That Truly Moves Them
And Converts Them Into Buyers!**

Know Your Prospect

Three Main Categories

1. Demographics
2. Lifestyle
3. Thoughts/Feelings

Know Your Prospect

- **Demographics:** Who are they? (Age, Gender, Job, Finances, etc.)
- **Lifestyle:** How do they spend their time? (Hobbies, Activities, Social Media Platforms, Books, Movies, etc.)
- **Thoughts/Feelings:** What do they love? Fear? Worry about?

STOP HERE

Fill out your
Know Your Prospect
worksheet!

Next Up...

Know Your Competitors



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