

Who are you serving? Who are you NOT serving?

What is the problem? Write down a problem you help people learn to overcome. Explain the problem in as much detail and depth as you can.

What is possible? Write down what's possible if your customer's problem is solved.

What are the top 3 emotional/psychological/spiritual benefits you hope to deliver?

Benefit #1:

Benefit #2:

Benefit #3:

Oooh, I like that!



*persona name — based on your ideal student persona worksheet*

*Imagine and write a testimonial from a future student...*