

Creating an Avatar

Create an Avatar to Boost Your Writing Skills

By Dennis Becker and Rachel Rofo

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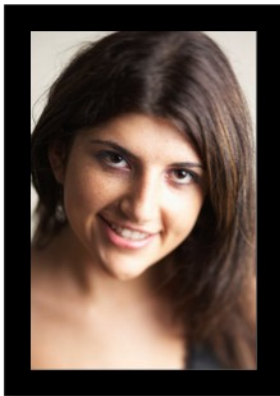
About Us:



Dennis Becker began his Internet marketing career in 1998 by selling on eBay while still running a full time retail business. Beginning in 2002, he became interested in Internet marketing, and spent 3 years trying virtually everything with dismal results.

One day, frustrated and beat, but unwilling to quit, he devised a new strategy to simplify the entire process, starting with a mindset makeover. That strategy changed his life, and he wrote about it in the classic "5 Bucks a Day" book, available at Amazon, or through a link in the resources section.

He also opened an "Insiders Club" in 2007 to help more experienced Internet marketers achieve their first \$1000/day of profits by following proven, sometimes little-appreciated, business models to receive amazing results.



Rachel Rofo has been a full time Internet Marketer since June 2006, and has been on the Internet for over a decade.

Although she's dabbled in many fields, she's mostly known as a membership site expert, copywriter to the "Internet Stars", and offline business expert.

She dedicates her time to learning as much as possible, both in Internet Marketing and in life. She joined the staff of Earn1KaDay in 2010.

You can read more about her on her blog at <http://www.RachelRofo.com>.

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Introduction

Whether you are creating a blog, newsletter, or content for your website, your writing needs to be relevant, personal, and something that compels your customer to read it. Regardless if you like to write or not, you need to create content that is, well, *the bomb* so to speak.

You don't need to be the next William Faulkner (and quite frankly, shouldn't be in the world if Internet marketing) to draw a huge readership. And you don't need to draw in a massive globally dominant following to succeed in ecommerce.

When writing web content, your focus should be direct. You are not writing to the masses, but a single person. Figuratively, of course. This person is often referred to as your avatar.

In this report I will reveal how to create your perfect customer, or avatar, before you even set finger to key. Once you hone your inner-connectivity to this perfect customer, you will create content that reaches a devoted following.

Have a Direct Conversation

In marketing speak, your perfect customer is a created "persona" or "avatar." This avatar should have a name so that it is all the more real to you. Once you determine this person, you will write everything directly to him or her.

So, in creating this perfect customer, you need to know the details about this person's life. If you are lucky, you may already have one: a person who buys everything you sell, reads all of your newsletters, and sends thank you notes to your staff.

If you aren't so lucky to have this amazing person in your life, then a little imagination will do the trick here.

Ask yourself these questions:

- What does this person look like?
- Is this person male or female?

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- Where does this person live?
- Is this person married, have children, or pets?
- What does this person drive, eat, wear, and do on the weekend?

You get the point. It could be your great aunt Beatrice, or your former lab partner in college.

Either way, write as though you are directly conversing with them. Express to them your ideas in the same manner as you would if you were sitting at a coffee shop with them.

Befriending Your Ideal Customer

Your ideal customer isn't just some stranger online who buys your stuff. She is a friend, someone to whom you directly relate. You know each other. You spend time together. Every time your fingertips grace the keyboard, you are having a face-to-face chat with this friend.

Keeping that in mind, you must also note that women make a majority of purchases. Making your avatar a woman doesn't restrict your buyer to the female population. It just means that one friend to whom you are writing is female. Keep her in mind when creating new content. Of course, your avatar can be a man, but just keep it gender-specific for all intents and purposes.

Stay Focused

After writing for your avatar, you may get tempted to reach out to other people. Don't give into temptation because you will confuse your audience. Though you may feel like you are leaving others out, talking to a group is a huge mistake that will cost you time, effort, and most importantly, money.

At first you may feel a tinge of panic rise in your stomach when you start writing to your avatar. Don't worry; this feeling will pass once you start receiving an overwhelming response to your content.

This happens because once you start relating to your perfect customer, you'll inevitably attract all customers who click perfectly with you. You then go from creating a potentially ideal customer, and connect with the real ideal. This is how raving fans are found.

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Delivering to Your Avatar

Once you've created that perfect customer, you need to figure out how to connect with her (or him). You have an overwhelming amount of options out there to choose from. Social media, blogging, static Websites, Ezine and other user-generated sites all provide a great opportunity to brand your business with content.

Of course, like everything else in life, they each have defined pros and cons. Blogging is useful, but it takes a ton of work and energy. Fans become rather demanding of your time and content. What you put out today will have them hunting you down for more tomorrow.

Websites and user-generated content should be a large part of your marketing strategy. However, if you want to really reach your audience and get the most from your work, then newsletters are the way to go.

They are cheap to produce, require little time to put together, need little graphics, and if well written, they are evergreen.

Regardless of the route you choose, making that single connect is vital to surviving in the Internet marketing world. That one avatar, the person whom you can rely upon to show up to the café on a Saturday morning, is the only one who matters when writing your content.

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Want More? Here Are Some Resources:

[Earn1KaDay](#) – the Internet marketer's Insiders Club where we share tips, tactics, success strategies, and disseminate cutting edge information about 12 different business models.

[5 Bucks a Day](#) – This is how Earn1KADay was born. Learn the techniques that, inspired by a 5-dollar bill, took my Internet marketing income from \$30 a day to \$700 a day in less than a year.

[Action Enforcer](#) – This desktop application that will bring you more focus and let you get more done in less time than you ever imagined.

[E1KAD.com](#) – A comprehensive list of all of our products.

Article Marketing

[7 Minute Article Secrets](#) – How to write any article in 7 minutes or less.

[Article Marketing 365](#) – Learn techniques that will bring you yearlong article traffic.

[Article Profit Formula](#) – Learn the formula that John Taylor uses to make each article he uses worth \$28 (or more).

Copywriting

[Copy Cheats](#) – This takes “best of the best” copywriting lessons and puts them all in one page. Your copywriting skills will absolutely get a lot better after going through this report.

[Ultimate Copywriting Handbook](#) - How to write irresistible, persuasive and engaging sales copy so that you can make more sales for your products and services.

Freelance Work

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[Freelance Profit Method](#) – Discover 23 different ways you can earn money as a freelance writer.

List Building

[List Building Renegade](#) - How to generate massive email lists of targeted, hungry buyers.

Offline Marketing

[Easy Autoresponder Cash](#) – Learn how to set up easy autoresponder sequences for offline customers. Rachel knows one guy who has over 1,000 businesses paying him \$250 a month for this type of service.

[Get Them Online](#) – Learn how to find offline businesses that want to work with you, how to approach them, and the types of services to offer. There are phone scripts and contracts included in this report.

[Make \\$10K In A Weekend](#) – Learn how to give weekend seminars to offline businesses (which can be outsourced to others) and charge \$997 per attendee. We teach you how to get clients (can be outsourced for free), the exact scripts to use at the seminars (written verbatim for you), and a lot more.

Outsourcing

[Craigslist Outsourcing Secrets](#) - How to Expand Your Business Growth by Outsourcing Your Tedious Tasks to Freelancers From Craigslist

Product Creation

[Conversion Profits](#) – How to make the most profits from any customer that comes to your page. This includes converting your advertisements, sales letter, and any message the customer will see. You get resale and private label rights with this.

[Pricing For Big Profits](#) – Discover how to price your products to offer the most value and also bring in the most money. Most gurus would NOT tell

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you this stuff.

[Thrifty Marketers Product Launch](#) – How to earn a lot of money, very quickly, without going through the laborious process of doing an entire product launch.

Social Media

[Facebook Fan Page Cash](#) - Learn how to set up and leverage your own Facebook Fan Pages

Becoming Successful

[Anatomy of a Success: Interview With James Schramko](#) – James is on target to do 8 figures this year – and he's breaking down all his secrets. You get resale and private label rights with this.

[IM Quick Start Strategy](#) - Jason Fladlien talks about the mistakes he made that he thinks cost him 150K in 2009. He'll help you avoid those mistakes.

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