**My Avatar – Jarred Joe**

Joe is 40 years old. Although highly skilled at what he does, he lacks the skills to effectively manage and market his business. He struggles to get new customers and finds it tough to convince customers to buy from him and differentiate his services from his competition.

Most of the customers he does attract are price focused and don’t truly appreciate the value he offers. Joe doesn’t have a lot of time and is frustrated by the fact he spends too much time working in his business rather than on his business. He goes around in circles and can’t work out what he’s doing wrong.

He is sceptical about advertising because he’s run many advertising and marketing campaigns in the past which have failed to give him a return on his investment. He likes the idea of marketing online, but is intimidated by it. He also finds it challenging to find and train good staff who are up to his standards.

If we’re going to sell to Joe we need to make it easy for him to provide us with a “shy yes” so we can develop trust over time. Once trust is developed and Joe starts to see results, we need to invite him up the ladder so he can get the full value of the services we have to offer.

**Your Avatar**

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