

# How To Research Your Avatar Online – The Deep Dive

## The 3 keys:

1. To find proof that who you think is your avatar – actually exists!
2. To find and analyse the language they use especially for emotional drivers and how they ‘talk’ about their core desires, problems, frustrations, and motivations = copywriting gold!
3. To find examples/research and case studies you could use to strengthen your copy.

## Where to start looking...

- Google search their problems/frustrations/struggles/motivations/desires and find articles/blogs etc and highlight the language used.
- Search in reddit or subreddit for discussions relating to them and scour the comments!
- Search in Google Scholar search for research papers on your topic.
- Look at other companies who target them (i.e. your competitors) ... and analyse their copy for how they speak to them... what problems/desires/fears etc are they targeting?
- Find THEIR testimonials and analyse for common language patterns, emotions, and ‘before and after’ statements.
- Analyse YOUR testimonials (if you have any)
- Look in FB groups and pages and find THEIR language in comments and questions
- Find videos on YouTube which are targeted for your Avatar’s problems... and analyse the comments section to find their voice in there.
- Put your topic into answerthepublic.com and find all the questions they may be asking online (great for lead magnet ideas and content ideas)

**Tip:** Add anything you find to your Avatar Document... and keep all your research (links and docs) in a folder you can access it anytime. You may find an excel spreadsheet handy to compile all the info...