**What Is Your Customer’s Current State Of Mind?**

1. **Unaware**: No knowledge of anything except, perhaps, their own identity or opinion.
2. **Problem or Desire Aware**: Your audience senses they have a problem, but doesn’t know there’s a solution.
3. **Solution Aware**: Your audience knows the result they want, but not that your company provides it.
4. **Your Solution Aware**: Your audience knows what you sell, but isn’t sure it’s right for them.
5. **Deal (The Most Aware)**: Your prospect knows your company and products, and only needs to know “the deal.”

If your audience is not yet aware they have a problem or feeling a strong enough pain from the problem, then your content starts with an audience call out and leads into a general problem or topic of importance to the audience.

If your audience is not yet aware of what they really seek, but is concerned with the general problem, your content starts with the problem and crystallizes it into a specific need.

If your audience is not aware of your product, but only of the desire itself, your content starts with the desire.

If your audience is aware of your product and has realized it can satisfy his desire, your content starts with the product.

## Persona:

|  |  |  |
| --- | --- | --- |
| **Stage** | **Questions & Thoughts They Have** | **Your Answer/Response** |
| Awareness 01- Unaware Of Problem: |  |  |
| Awareness 02- Aware Of Problem, Unaware Of Solutions: |  |  |
| Consideration: Evaluating Options, Tire Kicking |  |  |
| Decision: Choosing final solution to implement |  |  |

*\*Inspired by Eugene Schwartz’s Breakthrough Advertising*