

Perfect Participant

Unlock exactly what your best customers want and need from your learning experience.

**Perfect Participant:
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About *The Perfect Participant*

Hey - my name is Breanne. I'm the founder of MNIB Consulting, the author of *Beyond Satisfaction*, and I created this short, actionable guide for you.

See, marketers know that the first step in sales is knowing your market. So they give us tools like “personas” and “customer avatars” which are great for a big picture view.

But what happens when you want to get specific, and really come to know what would make someone want to buy *a specific program, product or offer from you?*

That's what this guide is about. I hope you love it!



Breanne Dyck

Founder, **MNIB Consulting Inc.**



Four Steps to Unlock Your Perfect Participant

Whenever you need to make a decision or have a question about how to move forward with the program you're developing, the first step should always be to "go back and consider what would be best for your participants."

To do that, you need to have a clear picture of who, exactly, you are developing this program for: your Perfect Participant.

Note: you may have done 'customer avatar' type exercises before. The Perfect Participant exercise is a bit different, because it focuses on your customer avatar at a particular moment in time.

Rather than generalizing, your task is to focus extremely specifically on the person who would read your sales page, get so excited that it's EXACTLY what they need RIGHT NOW that they'd go straight for the buy button, be an all-star throughout the program, and walk away with the best "before and after" case study you could ever imagine.

Do you have someone like that, that you've worked with in the past? Maybe a one-on-one client, a participant in a past offering, or someone you've mentored? If so, use them as your "Perfect Participant."

Otherwise, let your imagination go. Who do you know? Think about a reader of your blog, or a couple of people who have bought one of your products or services before. Maybe it is someone on your email list, or a friend of a friend. Maybe it is someone you met at your local networking group, or at a neighbourhood coffee shop.

If you find yourself really stuck, go social media stalking. Look at the Facebook timelines, Twitter streams, Amazon/GoodReads book reviews, etc. to get yourself in the mindset of the individual you're going to be using as your Perfect Participant. Storytelling is the buzzword *du jour* in the content marketing world. Everyone's talking about it.

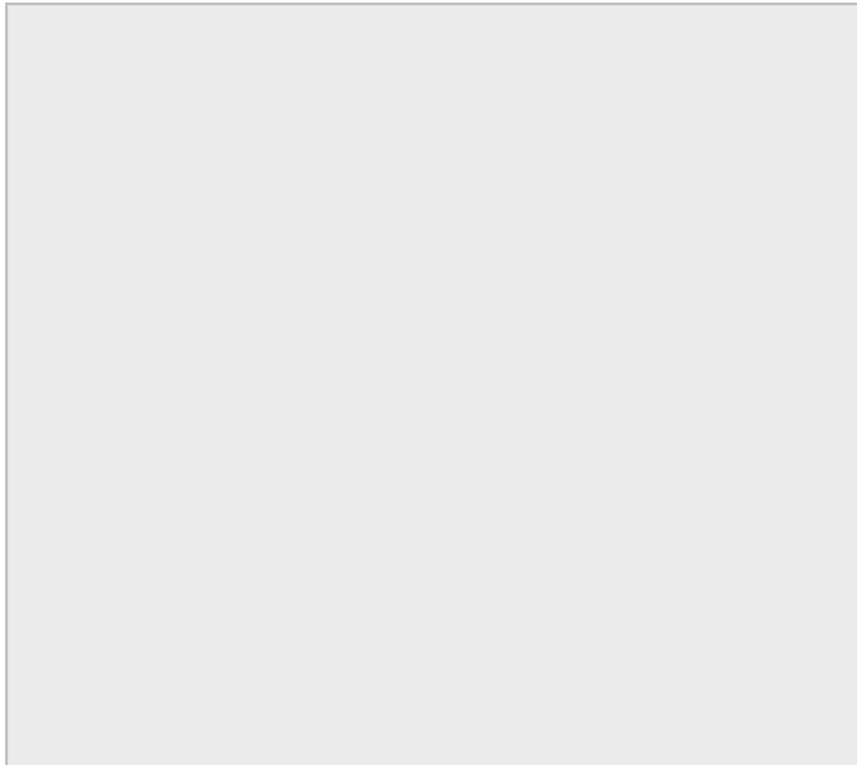
STEP ONE: Who Is Your Perfect Participant, Right Now?

Think about your Perfect Participant. They have hopes, dreams, fears and desires. Some, they would tell you. Some, they would only tell their best friends, and some they don't tell anyone.

Now imagine that you are their very best friend in the world. You sit down with them for a “catch-up” coffee, and they start to tell you all about what’s going on with them.

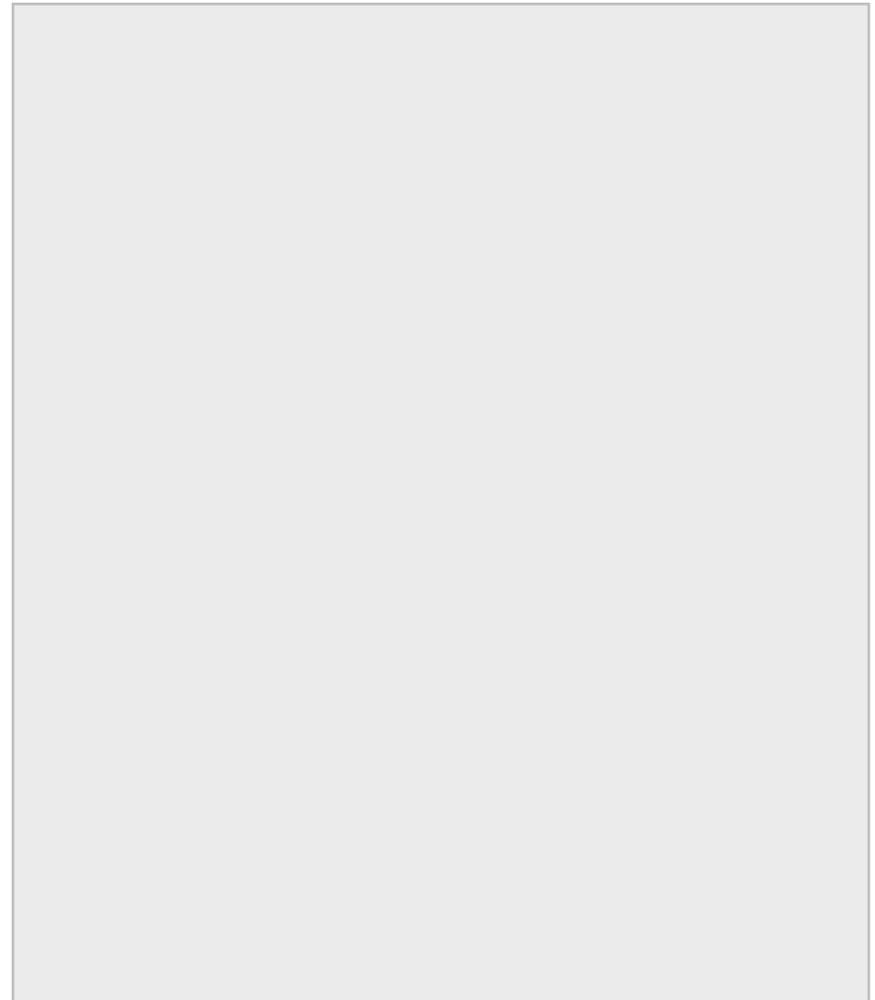
Q: How do they describe their situation? Write using their own words.

Tip: If you have emails or intake interviews from prospects and clients before you’ve worked with them, review that information and incorporate some direct quotes. Use first-person (“I”) language.



Q: What are they not telling you? What are the things that they don’t tell to anyone?

Tip: For this question, think fears, hopes, and dreams. The really deep stuff. Again, use first person (“I”) language to really put yourself in your Perfect Participants’ shoes.



Now, still with that imaginary conversation firmly in mind, answer the following questions as it relates to the topic of the program you are planning to develop.

Q: What do they already know about the topic?

Q: What relevant skills do they already possess?

Q: What are they currently doing well?

Q: What are they currently struggling with?

Q: Is there anything that they are knowledgeable about, but not skilled in?

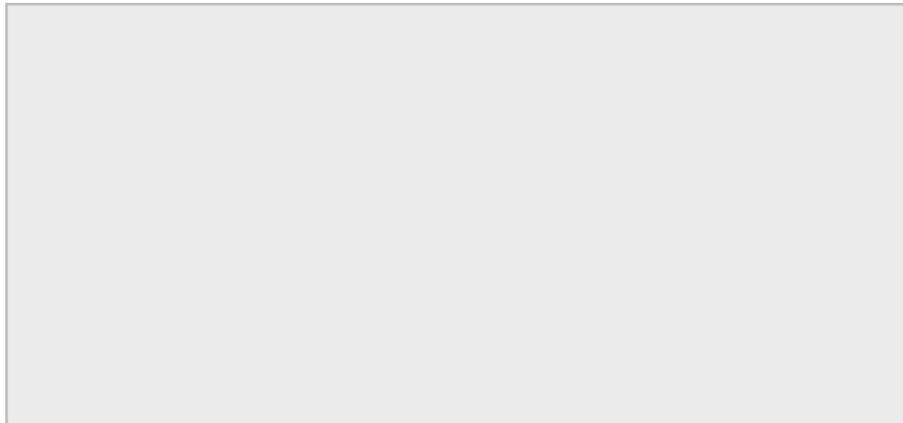
Q: Are they aware of their weaknesses or opportunities for growth?

STEP TWO: Who Will They Be, In the Future?

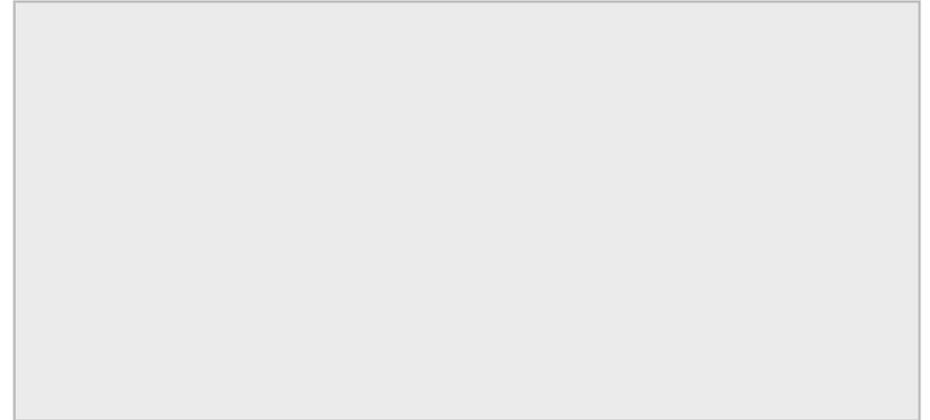
Imagine, again, that same Perfect Participant – but this time, you are sitting down with them after they have completed your program.

It was a roaring success; they learned everything even more deeply and fully than you could have hoped and imagined, and have been able to apply what they learned to see real differences in their own lives.

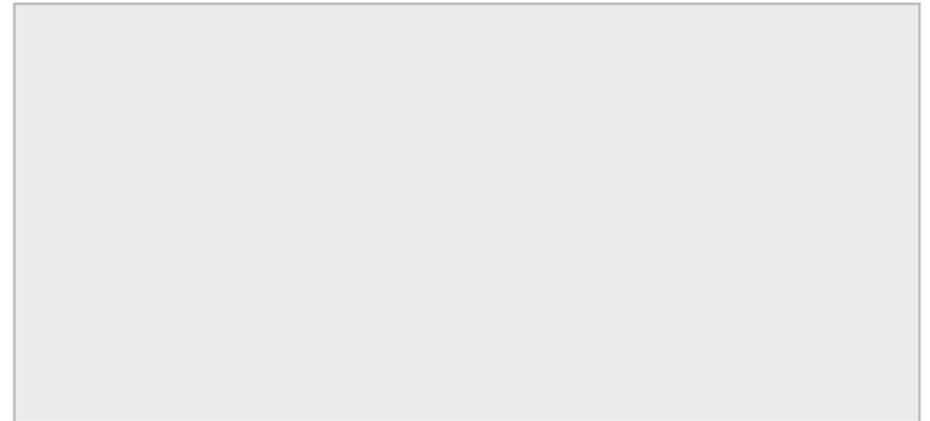
Q: What are they doing now that they didn't previously know they could or should be doing?



Q: What are they doing now that they didn't know how to do earlier?



Q: How has their attitude and perspective shifted as a result of the course?



STEP THREE: Identify the Journey from Before to After

Often, what our customers think they want and what we know they need aren't the same thing. To craft the kind of course or program that sells and gets results, we need to be able to put aside the latter, and focus on the former *first*.

Only by speaking our customers' language and recognizing the transformation that *they* look to make, will we be able to get them to buy into our methods and process.

Reflect on your answers to the questions in the last two sections. What patterns can you discern? Generalize these insights in the following table.

Come up with as many before/after statement pairs as you can or need.

BEFORE	AFTER

STEP FOUR: The Learner's Goals

The before-after table on the previous page overviews the learning journey your customers will take. But if you've been thorough, it will likely be a lot to work with. To make it more manageable, you need to distill what you've found into the three top priorities (goals) that your Perfect Participant has.

Together, these goals will represent the core of what you must promise to your buyers, if you are to give them the highest possible value.

Tip: Make sure you are using the words of your perfect participant. Especially watch out for jargon or phrases that they wouldn't know before taking and completing the program! These goals are to be stated from the perspective of the participant. **If you get stuck**, try asking yourself "why?" – WHY would someone want the things you're promising? WHY does it matter to them?

GOAL 1:

GOAL 2:

GOAL 3:

About *the Author*

Breanne Dyck is a business strategist, consultant, learning designer, and the author of *Beyond Satisfaction*.

As the lead consultant and founder of MNIB Consulting, Breanne helps online training businesses scale their impact, their team and their revenue by blending operations management, learning and product strategy, and business model development.

She regularly consults on flagship products and programs, CreativeLive courses, live events, and workshops for thought-leaders and influencers such as bestselling authors Chris Guillebeau, Tara Gentile and Natalie Sisson.

Read more from Breanne, or connect with her and her team, at <http://mnibconsulting.com>.

