

Levels of Awareness

5

- Question: What does a prospect's level of awareness have to do with the generating Sales Qualified Opportunities?

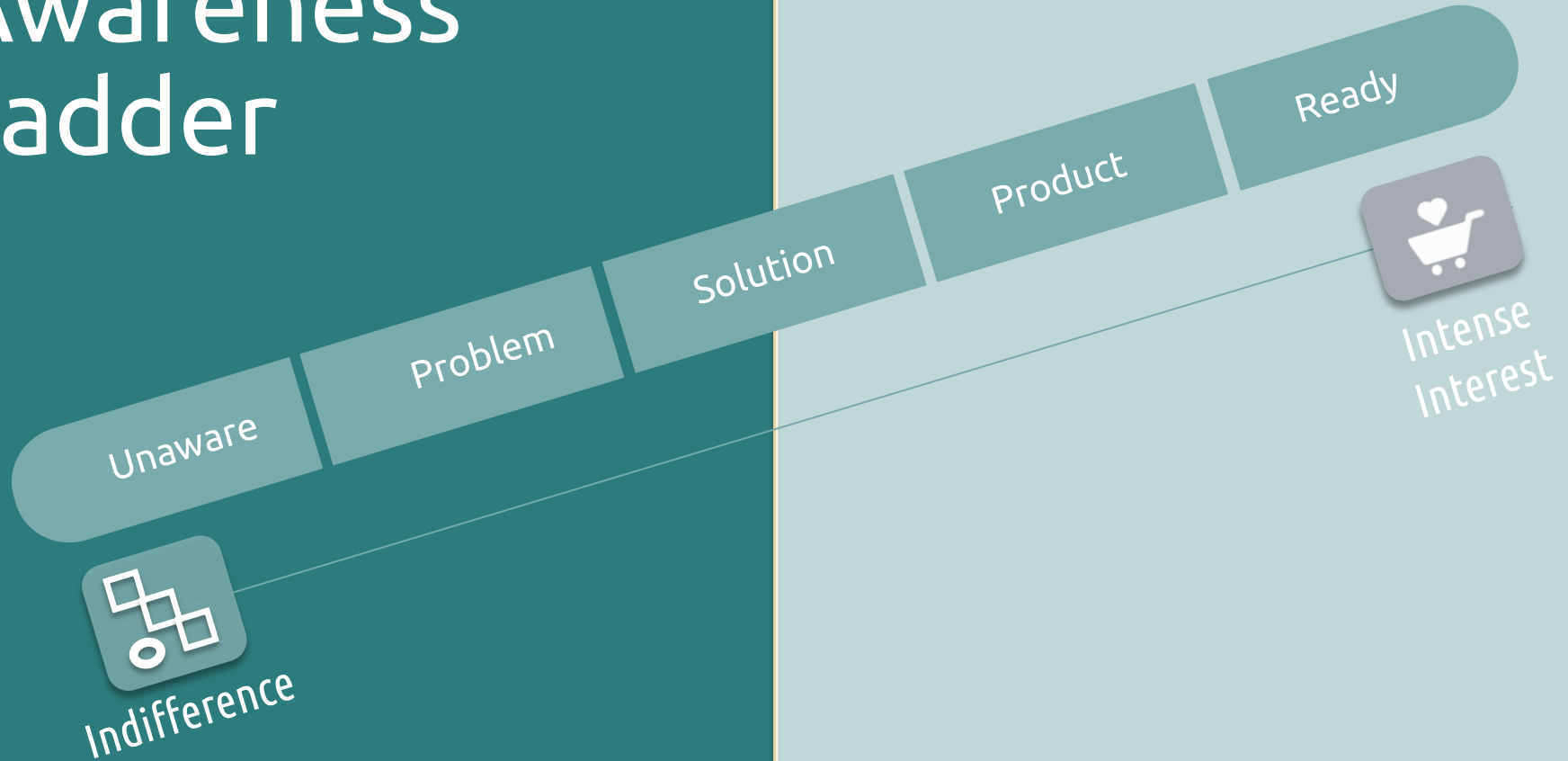
What You'll Learn

- Why awareness levels matter
- The 5 level awareness ladder
- How the ladder changes the questions you ask your prospect
- A sample buyer's journey using the awareness ladder

Level of awareness matters

- Easier to gauge your prospect's thoughts
- Conversations are on point, directed
- You provide right info, at the right time, in the right amount
 - What to say
 - How to say it
 - How long it takes to say it

Awareness Ladder





01

Completely Unaware


Expresses emotion, an attitude, a dissatisfaction – but has no ties to product or company

Completely Unaware Characteristics

- Hundreds of miles away from knowing or accepting your product or service
- Price, product, function or desire mean nothing
- Not aware of desire, or need, or won't honestly admit to need

How to position level 1 messages

- Echo an attitude, a satisfaction, that binds your audience together
- Provide Information in bite-sized chunks – easy to consume
- Strong emotional component to your messages

The background is a teal color with two white diagonal lines running from the top-left towards the bottom-right. The lines are parallel and have a slight gap between them.

02

Problem Aware

Recognizes a problem, but doesn't make the connection between fulfilling that need and what your product offers

Problem Aware Characteristics

- You're hungry (the problem), go to the fridge, open the door, stare inside, but don't know what you want
- Prospect recognizes need, but not desire
- Doesn't realize connection between fulfillment of need and your product

How to position level 2 messages

- Name the need and solution right up front (subject line, headline)
- Paint a vivid picture, dramatizing need
- Present your product as the inevitable solution



03

Solution Aware

Recognizes problem, sees benefit,
wants result, but doesn't know your
product will provide desired result

Solution Aware Characteristics

- Prospect knows or recognizes immediately that he wants what product does
- Prospect doesn't yet know there is a product – your product, that will do it for him

How to position level 3 messages

- Name the desire and/or its solution right up front (subject line, headline)
- Prove the solution can be accomplished
- Show this mechanism of accomplishment is contained within your product

The background is a solid teal color. A diagonal line, composed of two parallel white lines, runs from the top-left towards the bottom-right, dividing the space. The number '04' is positioned in the upper-left quadrant.

04

Product Aware


Knows there is a product to help him, but doesn't want it, yet.

Product Aware Characteristics

- Prospect isn't completely aware of all your product does
- Prospect isn't convinced how well your product does it
- Prospect hasn't been told how much better your product does it, now.
- Note: This is where most INBOUND leads start in the buyer's journey.

How to position level 4 messages

- Reinforce prospect's desire for your product
- Sharpen and extend prospect's vision of how your product scratches his itch
 - Introduce new proofs
 - Announce new mechanisms that satisfy desire even better
 - Uniquely differentiate your product from competition

The background is split diagonally from the top-left to the bottom-right. The upper-left portion is a dark teal color, and the lower-right portion is a light gold color. Two parallel white diagonal lines run across the entire background, separating the teal and gold areas.

05

Ready – Most Aware

Knows of your product, and wants it.

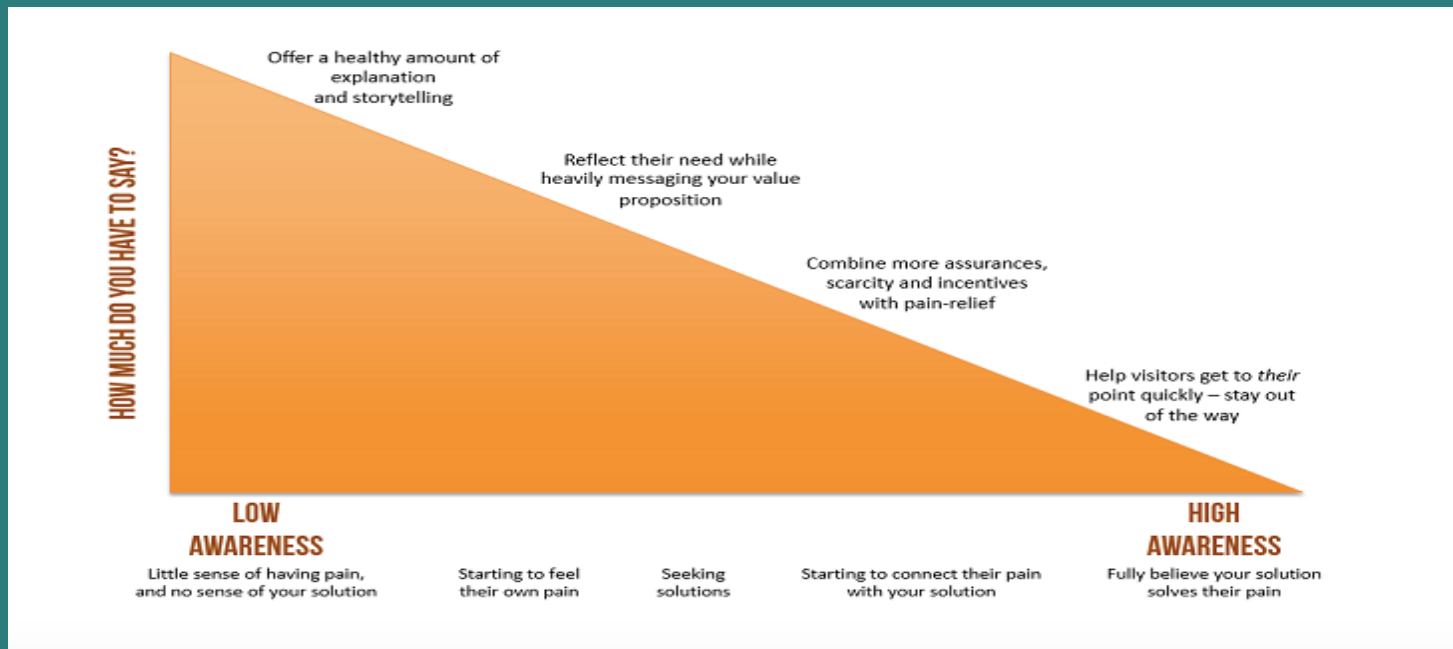
Most Aware Characteristics

- Prospect knows of your product
- Prospect knows what it does
- Hasn't got around to buying it yet

How to position level 5 messages

- Use product name throughout message
- State most desirable benefits
- State most desirable results
- Offer convenience of purchase
- Price to entice purchase

Awareness state's impact on copy you write*



*Source: Copyhackers.com

Level of Awareness

Sample Questions – Wedding Software App



I'm getting married.



Where shall I look to find a venue?



I wonder if there is an app to help me plan my wedding?



How is your wedding app different?



How is your app priced compared to others?

The Buyer's Journey

Tasks performed, questions asked – a sample

1

2

3

4

Identify Need /
Respond to Initiatives

Research / Action of
Others

Research / Results of
Others

Prioritizing Criteria

How do I know if I'm interested when I don't even know the product exists?

What have others done to solve this problem?

What did they use to solve it?

Which features are most important to my needs? How do my needs map to products? Which products don't fit my needs? How are the remaining products rated?