

# Who is My Adventure Prospect?

## Offering/Product/Service:

5-Day Class 2-3 Raft Float Trip on the Green River

### Customer Demographics

Age, Gender, Family, Occupation, Income

1

Targeting Groups of Family or Friends on the West Coast. An affluent 100K or more family income. Mom has influence on adventure decision making.

Prospects have kids in high school or college, always on the mobile phone.

### Customer Interests & Aspirations

What do they like?

Where do they wish they were?

2

Parents/Group: Love to spend time outdoors, kids are everything to them, always wanted to get away on a new experience.

Kids: Enjoy outdoors, love to show off on Instagram. Like new things.

### Fitness Level & Abilities

Can they even do what your asking?

3

This is a fit family that appreciates a healthy lifestyle, has played or plays sports, likes the outdoors, camping, hiking and biking.

### Pain Points

What problem are you solving?

4

Parents/Group: Stuck in office, Glued to computer, Indoors, Not enough time - in the rat race.

### Desired End State

What emotional state will your customer experience with you?

5

Parents/Groups want to reconnect with their kids, want to be outside, escape work, escape the screen and see beautiful things.

Kids want to show off to their friends and do something their friends wish they were doing!

Adventure Prospect Worksheet Provided by