

AVATAR PROFILE

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The Ideal Client or Avatar

Demographics

Name: _____

Age: _____

Status: Married, Single

Children: _____

Children Schooling: _____

Highest Education: _____

Style: _____

Personality: _____

What Drives Them: Winning – Fun – Comfort – Being Accurate

Role in Business: Owner/Manager/Employee

Describe Business: Micro – Small – Medium – Big Business

(Industry)

(Turnover/Staff)

Ongoing Frustrations:

1. _____
2. _____
3. _____
4. _____
5. _____

They Secretly Desire:

Fears – Internal:

Fears – External:

Wants – Personal:

Wants – Business:

What do they actually need!!!

Justifications (reasons & excuses) for not changing;

1. _____
2. _____
3. _____
4. _____
5. _____

Who interacts with them before us?

Who interacts with them after us?

What is causing them Pain?

What is their biggest problem?

What miracle would deliver their biggest desire whilst solving their biggest problem?
