



Aaron Avatar

Occupation or Descriptive Title

- Where do they live?
- How old are they?
- What is their level of education? • What have they accomplished?

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Tell us a little about your avatar. What do they do? How do they spend their week? What do they do outside of work? Where do they get their news?

How much do they make? How do they feel about their job? What are their concerns in life? What aspects of their life or personality affect how you market your product to them?

Tell us about their history. What happened in the past that led them up to this point? How do they feel about what happened in the past? Perhaps a former job, an experience they had, or a trip that they took. What are they currently interested in because of this event?

What is their family and relationship status? Are they married? Divorced? Single? Do they have children? How many? Does anything about their relationships have a bearing on how they might use your product or fit it into their week? Does your product address any of their concerns that relate to their family?

What is it about your product that matters to this person? How does it solve a need, ease a pain, or make them feel good? How does it better their life?

What sorts of thoughts should go through this person's head right before they decide to purchase your product? What is the "final straw" that makes them pull the trigger?