

# Discover Your Avatar

(AKA Persona, Ideal Custom Audience or Target Market)

# Who is your Ideal Avatar

Define and discover who your Avatar is. Consider:

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital Status: \_\_\_\_\_

#/Age of Children: \_\_\_\_\_

Location: \_\_\_\_\_

Occupation: \_\_\_\_\_

Annual Income: \_\_\_\_\_

Education Level: \_\_\_\_\_

What are their Goals:

What do they Value:

What are their Challenges:

What are their Pain Points:

Where do they source their industry information from? Consider Books, Blogs, websites, Magazines, Conferences, Influencer's and anything else you can think of: