

## Who is my Ideal Customer Avatar?

1. From your previous list, write down all the People you could elp with your Topic?
2. Which of No 1's list do you have Affinity with?
3. Which of No 2's list do you Associate with directly. What is the Associat you share?
4. Which of No 3's list do you share Attributes, what are they?
5. Which of No 4's list do you share the same Aspirations with?
6. Which of No 5's list has money?
7. My Ideal Customer is not good at?
8. My Ideal Customer is Uncertain of?
9. My Ideal Customer know longer wants to Experience?
10. My Ideal Customer know longer wants to Feel?
11. My Ideal Customer Believes?
12. My Ideal Customer needs to become better at?
13. My Ideal Customer wants to be Certain of?
14. My Ideal Customer wants to Feel?
15. My Ideal Customer needs to Believe?
16. My Ideal Customer dreams of?

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