

## Create Your Ideal Customer Avatar

NAME:

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AGE/GENDER:

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HAIR COLOR/EYE COLOR:

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MARITAL STATUS/CHILDREN (INCLUDE NAMES):

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RESIDENCE:

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INCOME:

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OCCUPATION:

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LIFE BELIEFS:

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FAVORITE BOOKS, MUSIC, TV SHOWS:

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WHAT DO THEY GOOGLE (LIST EVERYTHING RELATED TO YOUR BUSINESS AND theirs)

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WHAT CONFERENCES OR EVENTS DO THEY GO TO?

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WHAT DO THEY DO IN THEIR FREE TIME?

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WHAT ARE THEIR CHALLENGES AND PAIN POINTS?

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