



## Client Avatar

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Who do you want to attract? Remember you want quality over quantity.

### Questions to ask...

1. Will this person bring harmony to your organization?
2. What is their name?
3. What is their age?
4. What's their eye color and hair color?
5. Marital status?
6. Do they have children?
7. Where do they live?
8. Annual income?
9. Occupation?
10. Core life beliefs?
11. Favorite books/ show / podcasts
12. What blogs do they follow?
13. What magazines do they read?
14. What do they do in their free time?
15. What is their guilty pleasure?
16. Writers / Speakers / Authors /Experts do they follow?
17. What brands do they love?
18. What additional skillsets do they have that maybe you wish you had?  
(i.e. Loves public speaking, great with social media, psychology background)

### Find out...

1. What do they worry about?
2. What keeps them up at night?
3. What stresses them out?
4. Do they have pain? Is it not enough Time? Don't like their job?
5. What do they look at and face that triggers fear?
6. What do they fear might fail in their life if their current situation continues?