



“AVATAR” (or dream client)
imagine **one** real person: **your reader**

AGE: _____

GENDER: _____

LOCATION: _____

INCOME: _____

HOBBIES: _____

RELIGION: _____

BIGGEST HOPES / DREAMS - (How can you - and your content - help your reader achieve it?)

GREATEST FEARS - (Understand, what is stopping your reader - help them overcome their fear)

STRUGGLES WITH - (This is where your reader is on his journey right now - what does he need?)

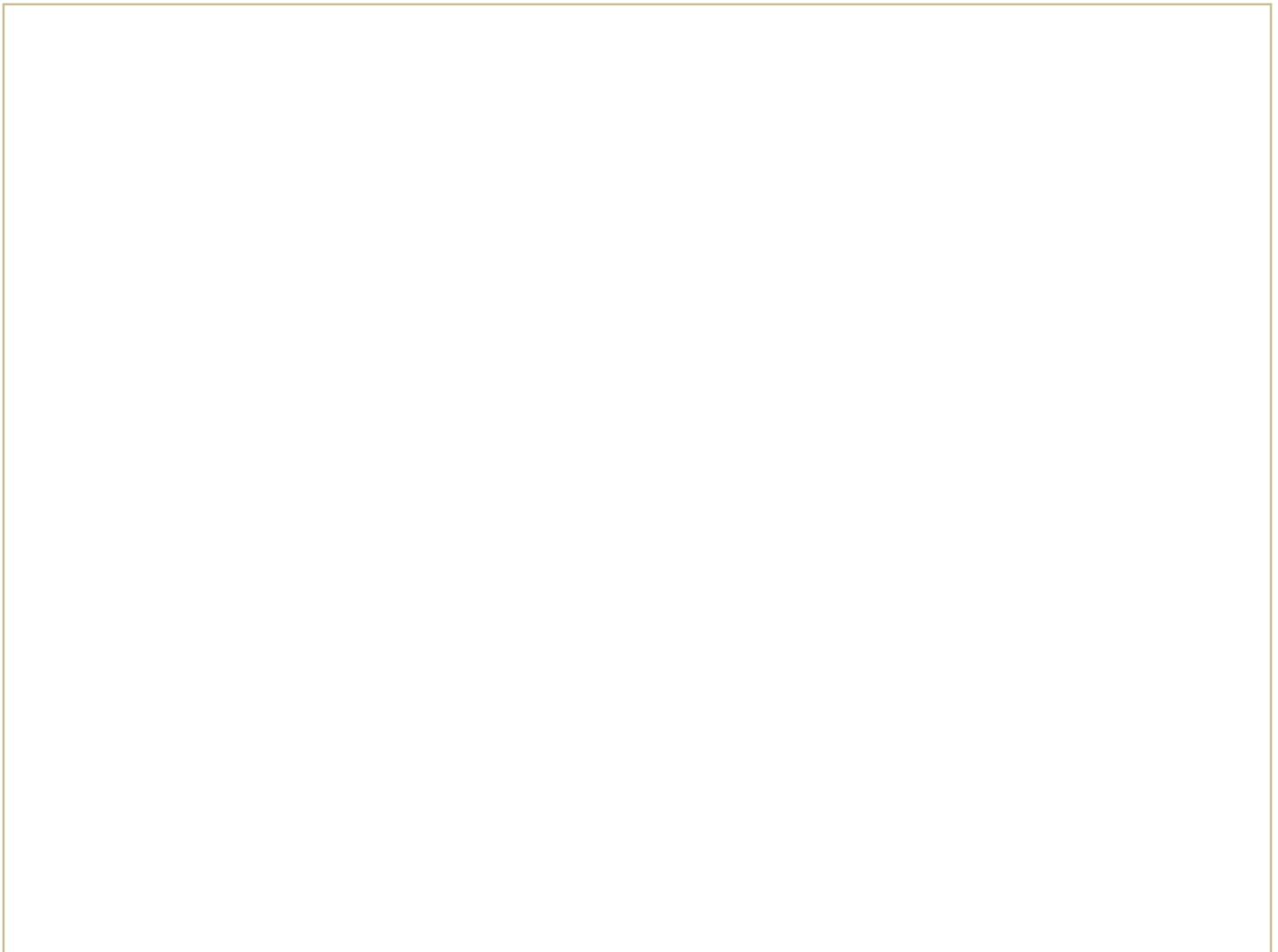
FAVORITE BLOGS, BOOKS: _____





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Go to a stock photo site and find one (or more) images that represent your reader’s personality.
If you can’t decide on just one image - don’t worry.
Just collect, what inspires you! Print it and put it here:



It helps even more to write a full background story for your “avatar”. Get inspired and dive into it!
You can also give him/her a name, if you like.





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Background story of your avatar - your ideal client. Just write down what comes to your mind.

