

# SOCIAL

## TESTIMONIAL PROFITS

### THE ULTIMATE AVATAR WORKSHEET

PAGE 1....Demographics

PAGE 2...Goals, Desires & Values

PAGE 3....Challenges & Pain Points

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# SOCIAL

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# TESTIMONIAL PROFITS

## POWER WORDS THAT CREATE EMOTION

PAGE 1....Demographics

PAGE 2...Goals, Desires & Values

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PAGE 4....Sources of Information

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# DEMOGRAPHICS

**NOTE:** You may not rely on all of these demographic details but it's helpful to fill them all out.

Age:

Gender:

Marital Status:

Children Y/N:

(If So) Childrens' Age Range:

Location:

Type Of Occupation:

Possible Job Title's:

Income Range:

Other:

# GOALS & DESIRES

**NOTE:** People have many goals and desires, but here you want to make a list of all the goals and desires relevant to the product, service, or opportunity you're offering.

**VALUES**

# CHALLENGES

**NOTE:** These are the challenges your ideal customer faces relevant to the solutions that your product, service, or opportunity offers.

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# PAIN POINTS

**NOTE:** These are the pains those challenges create for your ideal customers.

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# SOURCES OF INFORMATION

**NOTE:** People congregate by nature, and the more detailed you get here the easier it will be to figure out “WHERE” your ideal customer, client, or teammate is hanging out online. Remember your customer doesn’t have to have read a book or attended a school. Simply ask yourself, my ideal customer would read \_\_\_\_\_? And fill in the blank.

Books:

Magazines:

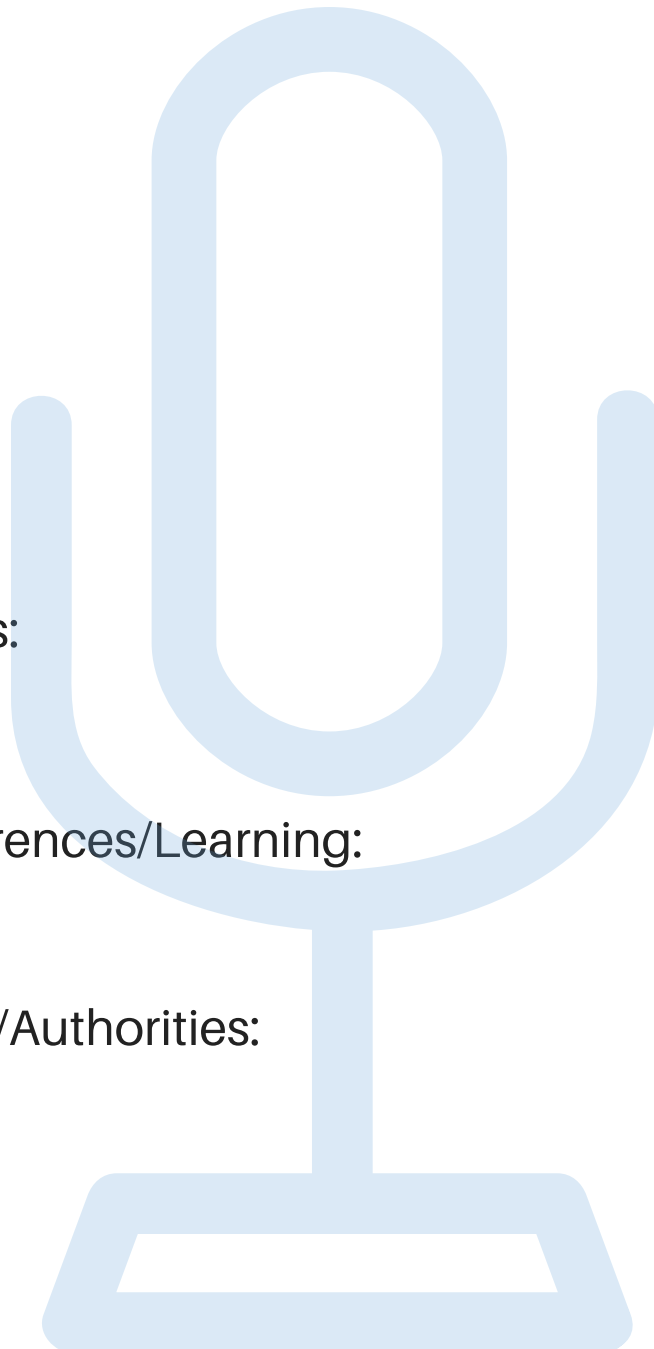
Television:

Blogs/Websites:

Schools/Conferences/Learning:

Gurus/Leaders/Authorities:

Other:



# OBJECTIONS

**NOTE:** What are the objections that your ideal customer is likely to put between them and making a decision to buy or join.

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# BEYOND YOUR CUSTOMER AVATAR

## FEATURES

**NOTE:** The specifics of your product "Is". Example - "18 Different Vitamins" "7 Videos" "Free PDF Download" "Travel Deals". Think what are the different things they "GET"

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## BENEFITS

**NOTE:** Benefits are what you're offering "DOES", what are the effects and experiences your client, customer, or teammate will have

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