

Avatar Creation Questions

1. What is your compelling narrative?
2. What's the demographic that will best relate to your success?
3. What are their major pains and frustrations?
4. How can you get 10x more specific and detailed?
5. How are they looking for the solution to these problems?
6. How can you help these people?
7. Where will you reach them?
8. What are the competing messages they're receiving?
9. What are their results?
10. What are their REAL problems?
11. How are you different?
12. What's your proof?