



# AVATAR BUILDER

## Find Your Prospect On Social Media Fill In This Data For At Least Five People. Use THEIR Words On Their Account To Populate Your Answers.



Name?

### Problem(s) / Question(s)

What Problem or Question Keeps Them Up At Night?  
What Subject Do They Avoid In Social Settings?  
What Subject Is On Their Mind, But They Are Araid To Bring It Up?

### Motivation

What Keeps Them Moving Foward?  
What Keeps Them From Procrastinating?  
What Do They Daydream About?

### General info

- Age** [Add age]
- Location** [Add location]
- Occupation** [Add occupation]
- Gender** [Add Gender]
- Family Label** [Add family]
- Label** [Add Lable]
- Profile Link** [Add Link]
- Group Link** [Add Link]

### Empathy - What Do They See?

What Do They See

- When They Come Home
- When Scrolling Social Media
- Watching TV at Night

### Empathy - What Are They Saying?

What Do They Say

- When They Vent To Friends
- When Have A Bad Day
- To Themselves, But Not Out Loud

### Likes

- Who Do They Follow On Socials
- What TV Do They Watch
- What YouTube Stations Do They Subscribe To?
- What Podcasts Do They Subscribe To?
- What Facebook Groups Do They Belong To?

### Empathy - What Are They Doing?

What Are They Doing

- When They Wake Up In The Morning
- When Have Extra Money
- When They Hlt A Breaking Point, And Begin Looking For A Solution Online

### Empathy - What Are They Hearing?

What Are They Hearing

- When They Look For Advice
- When They Search YouTube For Answers
- When Listening To Something While Driving Or Working Out