

# WORKBOOK

## AVATAR & BRANDING



# THE 16 QUESTIONS YOU NEED TO ANSWER IN ORDER TO CREATE YOU PERFECT CUSTOMER OR TEAM MEMBER

While going through this workbook you will need to step into your perfect prospect's shoes and feel what it is they are going through right now.

It's not always easy to think and act like our customers or business partner but it will help you understand their needs.

You might find yourself writing a rough draft as you go through these questions initially and that's ok. Go back through the questions a 2nd time to perfect your avatar.

So prepare yourself to dive into your prospect's character, personality, traits and talents then give them a name.

Remember, your avatar is based on one single person!

Once you have your person mapped out, you can start to build your online audience and even boost some of your Facebook or Instagram posts so they are directed to your avatar.

Call your audience whatever you want: Your Tribe, Your People, Your Fav's, Your Audience - the sky is the limit.

Let's get started.....

# DEMOGRAPHICS:

This part is important to establish "who" you are targeting.

1. Who are they? (Name, age, gender, location)

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2. What is their home life like? (Married, single, kids, pets)

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3. What is their work life like? (Job role, status, company)

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4. What is their financial status? (Income, homeowner, etc)

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# INTERESTS / HOBBIES

Describe what they are in to. Hobbies, likes, activities, personal & professional interests. This will help you understand where you might find your prospects and how to connect with them.

5. What are their business interests? (education / training)

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6. How do they spend their leisure time? (sports, travel, etc)

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7. Where do they go? (stores, clubs, events, online groups)

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8. Who do they hang out with or follow? (media, leaders, etc)

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# PAINS: CLARIFY "WHAT" WILL ENGAGE THEM

This is where you need to put yourself in their shoes and view life from their perspective. Answer these questions according to your avatar's answers.

Feeling their pain points will help you effectively engage with them.

9. What are their most pressing challenges? (what's the issue right now they are facing?)

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10. What are their biggest frustrations? (Biggest problem & why)

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11. What are their most common objections? (negative about company, products, costs, etc. Why would they object?)

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12. Who or what influences their decisions? (What's the pressure?)

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# GAINS: KNOWING "WHY" THEY WILL BUY

Still thinking from your avatar's perspective, relate your answers from their current point of view. This will help you know how your avatar will respond to your products or business and know what they need.

13. What specific result or outcome are they looking for? (the good)

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14. How does it make them feel? (emotional responses with result)

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15. What does their purchase of your products say about them?

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16. What are their aspirations and desires? (How can you help?)

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# BUILDING YOUR BRAND

When you are choosing your branding direction online, it's always best to brand yourself, not your company network marketing company. People can identify with you better than a company name. It's really that simple.

Example: You are with Company ABC but you want people to join you, not ABC. Most networkers get this backwards.

1. Who do you want to serve?

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2. What are the benefits your audience will experience through your products and company?

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3. What does your audience crave? (systems, products)

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# YOUR IMAGE, LOOK AND LOGO

You don't need some big, fancy logo or perfect look to attract your avatar. You won't find anyone that is perfect! Your look just needs to be clean and simple. You can create a free logo in Canva if you want but it's not needed.

1. How do you want your audience to feel when you show up?

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2. What colors represent you the best?

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3. Photos: Get some pictures together or take some. People need to get to know you so be your TRUE, AUTHENTIC self.

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# HOW DO YOU WANT PEOPLE TO THINK OF YOU?

What do you want people to think of when they think of you? What type of "resourceful" person do you want to be known as?

If someone were to ask a friend "Hey, do you know someone who can help me with ...." how do you want your name to fit in there?

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What is your specialty or talent that you want your avatar to know about?

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When someone thinks of you, what do they say?

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List 1-3 talents that you have in business.

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# KNOW WHO YOUR COMPETITORS ARE

You should know what other companies are similar to yours and what they offer. Why does your company stand out in comparison? When people can do business with anyone, they need to know WHY they should do business with you.

Who are the competitors?

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What services / products / opportunities do they offer that are similar?

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What makes your company and you stand out?

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What products would you showcase to your audience and why?

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# MY BRAND IDENTIFIER

Use this template to create your personal branding tag line. Think about what you want to provide to others, how you can help them and what you want to be known for. You can use this tag line to create a new banner for your social media profile. Your identifier may change several times during your journey in business.

I help \_\_\_\_\_ &

\_\_\_\_\_

to / with \_\_\_\_\_

(insert solution to their problem) without

\_\_\_\_\_

(insert something they don't want)

## OR

I help \_\_\_\_\_ &

\_\_\_\_\_

to / with \_\_\_\_\_

(insert solution to their problem) so that

\_\_\_\_\_

(insert something they really want)

## This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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