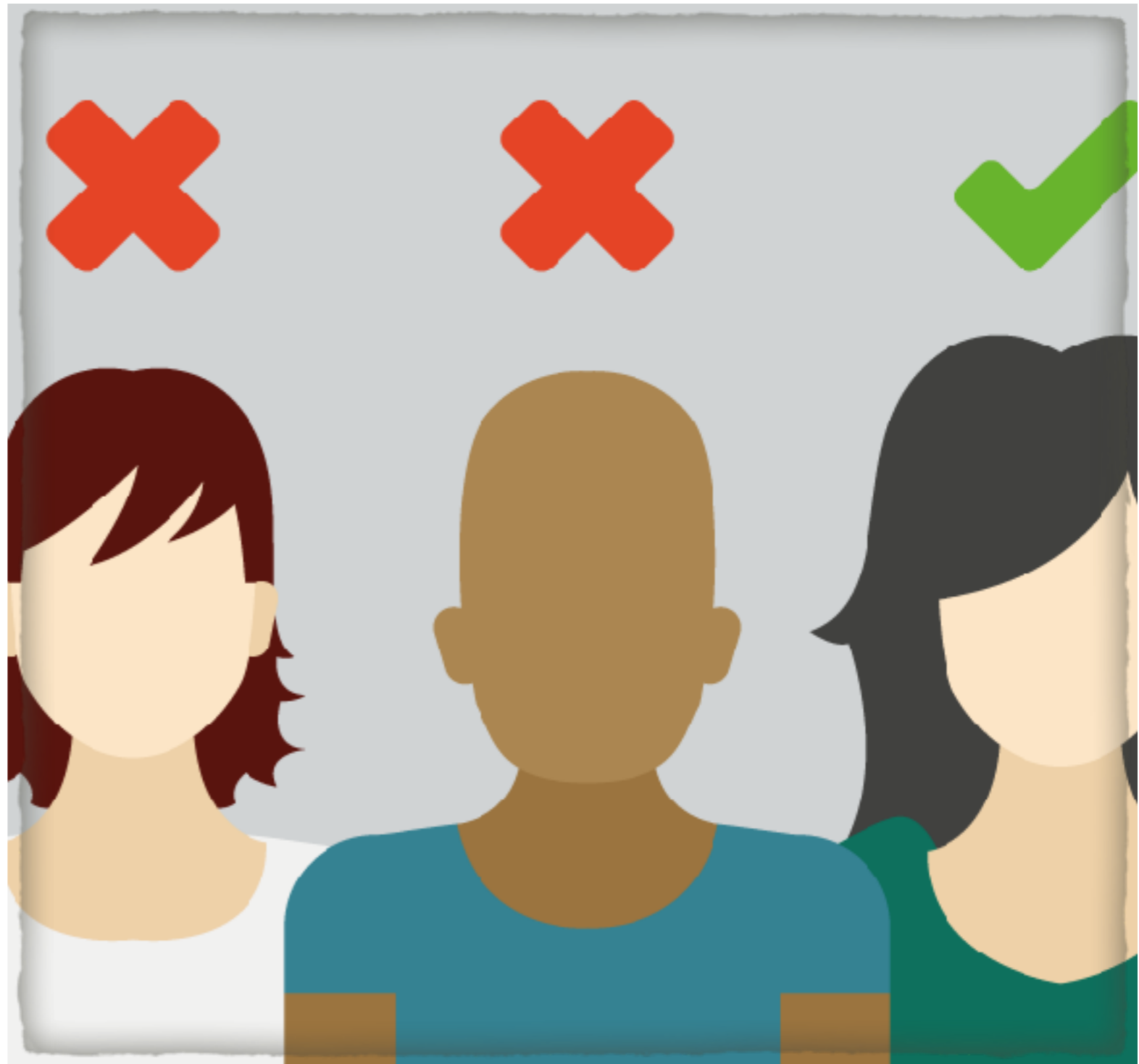


DEFINING YOUR AVATAR

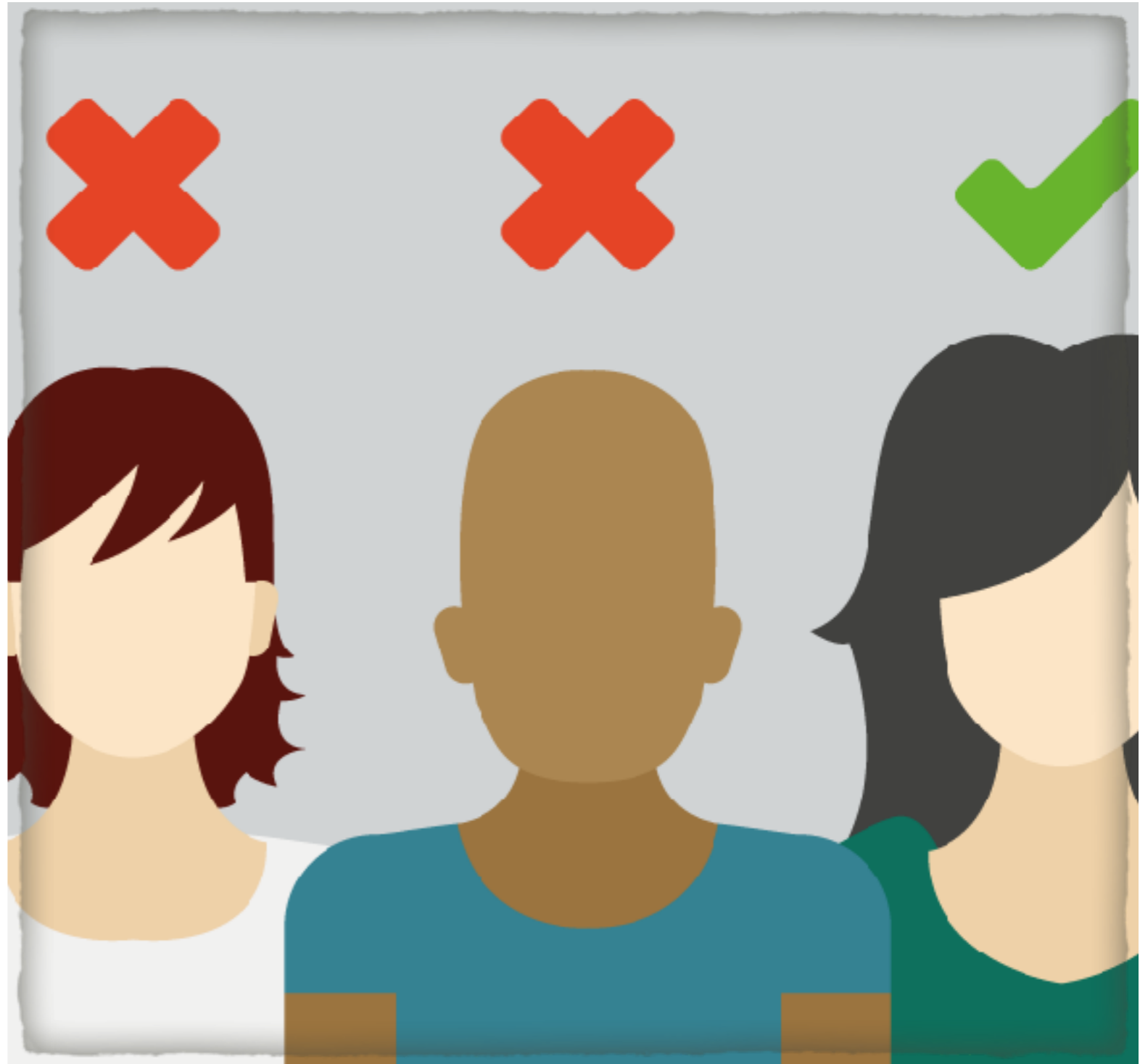
Start With a Name



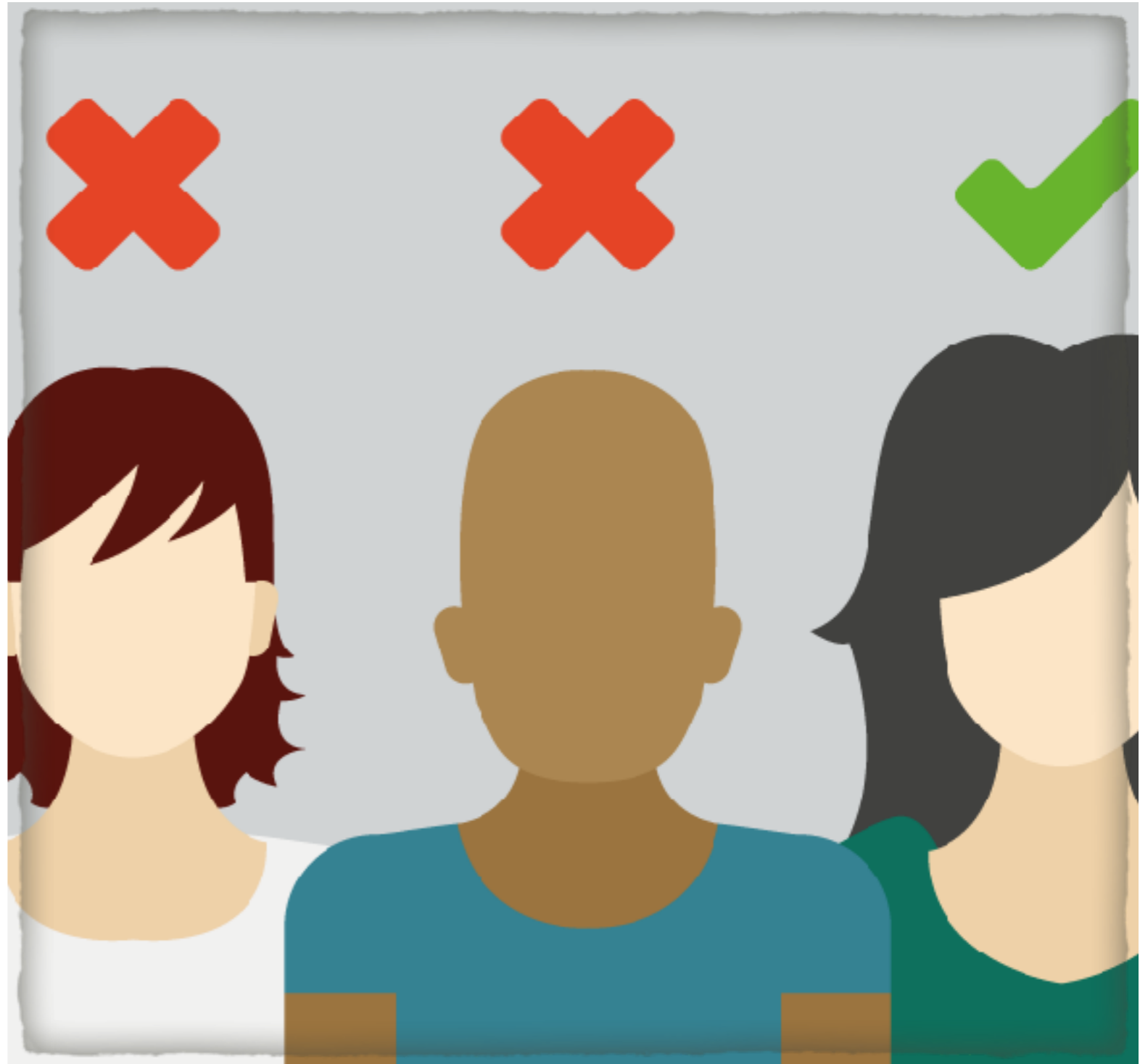
- Start With a Name
- What Are His Values?



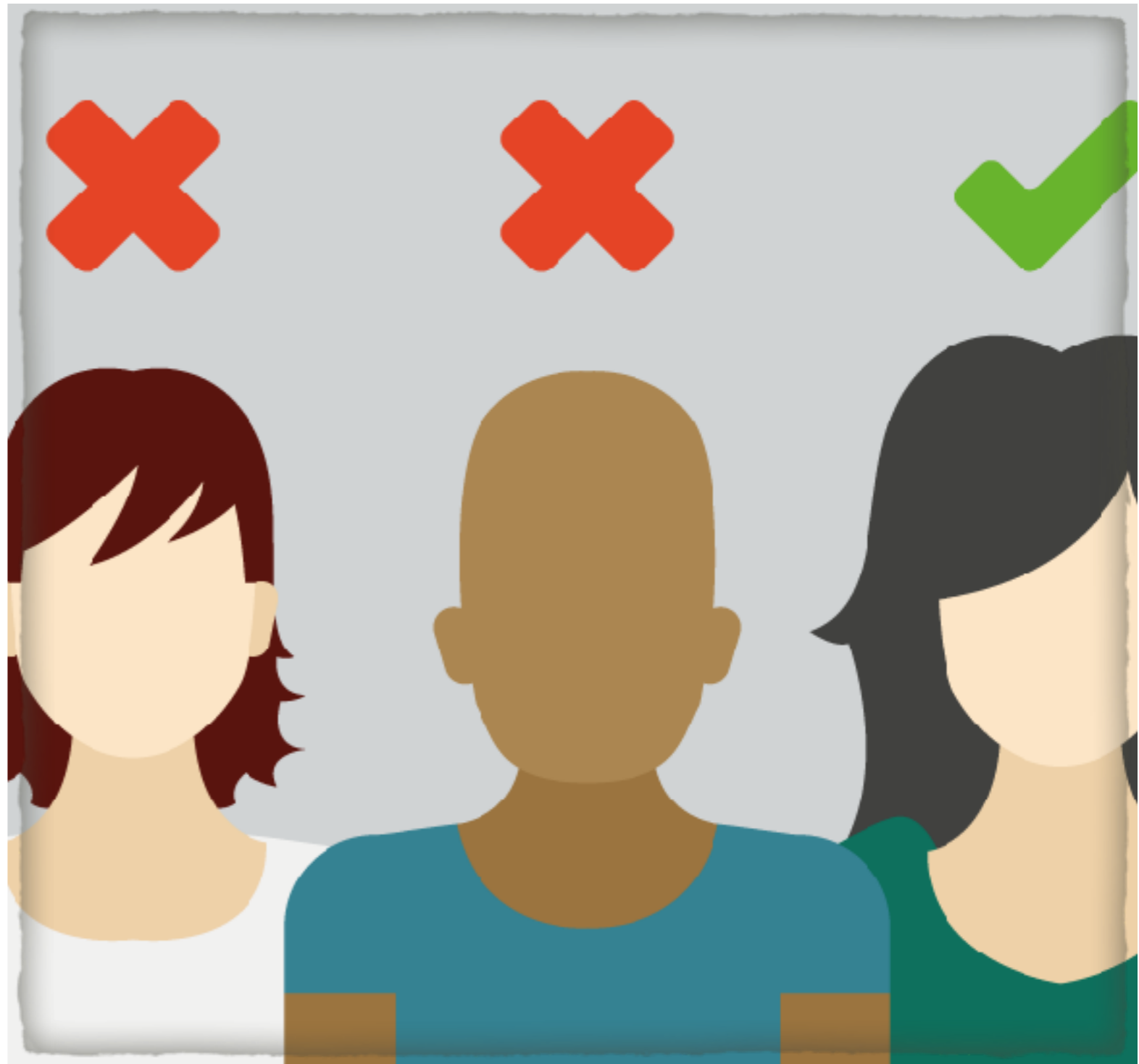
- Start With a Name
- What Are His Values?
- What Are His Goals?



- Start With a Name
- What Are His Values?
- What Are His Goals?



- Start With a Name
- What Are His Values?
- What Are His Goals?
- What Are His Information Sources?



- Start With a Name
- What Are His Values?
- What Are His Goals?
- What Are His Information Sources?
- What Are His Challenges & Pain Points?



- ◆ Start With a Name
- ◆ What Are His Values?
- ◆ What Are His Goals?
- ◆ What Are His Information Sources?
- ◆ What Are His Challenges & Pain Points?
- ◆ Demographic Info.

