

# Avatar Cheat Sheet

1. Who is your Avatar? (gender, age, marital status, kids, interests and passions, where do they live, likes and dislikes, etc.)

2. What are your Avatar's needs? Problems? Pain Points?

3. What does your Avatar desire most? What is the outcome they are hoping for?

4. Where does your Avatar spend their time? Where do they gather? (Niche forums, social networks, etc)

5. What does your Avatar read? (blogs, ezines, etc)

6. What topics does your Avatar like to converse on? (Forum threads, tweets, etc)

7. What types of products is your Avatar buying? (google Adwords, reference to products in forums)

