

# MILLION DOLLAR WOMEN®

## Masterclass

### EXERCISE | Customer Avatar

#### Ideal Customer Avatar

Note: You can have up to three main avatars (e.g. one for online customers and one for retail customers, or one for B2B and one for B2C), but do not try to define more than one at a time. Repeat this exercise for each new Avatar.

**Give the Person a Name** \_\_\_\_\_

What do they want?

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What are their Goals?

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What do they care about?

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Annual Income: \_\_\_\_\_

Occupation: \_\_\_\_\_

Age: \_\_\_\_\_

Level of Education: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Gender: \_\_\_\_\_

#/Age of Children: \_\_\_\_\_

Location: \_\_\_\_\_

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What web sites do they visit? Media do they consume? Stores do they shop at?

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### **Pain**

What are the challenges they face?

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What are their top 3 Pain Points?

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### **Fears**

What are their biggest fears?

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What aren't they seeing?

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What's their impending danger right now?

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### **Objections**

What are the top Objections to the Sale?

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What is their role in the Purchase Process?

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### **Success**

What does their life look like when they succeed?

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What aren't they seeing?

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# MILLION DOLLAR WOMEN®

## Masterclass

What achievement to they desire?

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### **Failure**

What does their life look like when they succeed?

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### **What is the Transformation:**

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