



## Avatar Analysis Table

After interviewing prospective clients in your market niche, collect the data in the table below. Use the keywords in their language. This will allow you to identify them as one collective niche of fears and frustrations. This is your Avatar. Some say you should have a face, gender and voice attached to this model. Your call.

People will pay for products and service that solve their problems. The better you understand their motivations, the faster you can provide value and make sales. Learn to speak their language, and they will buy from you.

### Research Data

Using the answers from the Avatar question, list the following for each interviewee.

| Fears | Frustrations | Desires | Hopes |
|-------|--------------|---------|-------|
|       |              |         |       |