

YOUR AVATAR PROFILE

1. Where does your dream audience hang out?

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2. Where does your dream audience get their information?

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3. What are your dream audience's frustrations & challenges?

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4. What are your dream audience's hopes, dreams, & desires?

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5. What are your dream audience's fears?

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6. What is your dream audience's preferred form of communication?

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7. What phrases, exact language, and vernacular does your dream audience use?

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8. What does a day in your dream audience's life look like?

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9. What makes your dream audience happy?

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