

Map Your Avatar's Hot Buttons Worksheet

Use this hot button map to identify the fears, frustrations, wants and aspirations of your Avatar when dealing with your trade.

My Avatar is...

Ultimately what has more power to make your avatar take action (what hits their hot button); 'away' or 'towards' language?

Immediate

Frustrations

Wants

Away

Towards

Imagined

Fears

Aspirations

Customer Avatar - The Power of 1 WorkSheet

Capture below 1 person (avatar), the 1 problem they face and the promise (solution) you will provide.

1x
Person

1x Problem

Think difficult and clunky workflow

1x Promise

Think streamlined and easy workflow -flowchart, calls to tenants within minutes, control