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| Screen Shot 2017-03-16 at 9.45.18 PM.png  **Aaron Avatar**  **Occupation or Descriptive Title**  **• Where do they live?**  **• How old are they?**  **• What is their level of education? • What have they accomplished?** | Meet Aaron.    Tell us a little about your avatar.  **What do they do?**  **How do they spend their week?**    **How much do they make?**  **How do they feel about their job?**    **What are their concerns in life?**  **What aspects of their life or personality affect how you approach them about your deal and business?**    **Tell us about their history. What happened in the past that led them up to this point? (not making the return they need or desire)**  **How do they feel about what happened in the past?**  **Perhaps an experience they had, or a investment they put there money in. What are they currently interested in because of this event?**    **What is their family and relationship status? Are they married? Divorced? Single?**  **Do they have children?**  **How many?**  **Does your deal address any of their concerns that relate to their family?**    **What is it about your deal that matters to this person?**  **How does it solve a need, ease a pain, or make them feel good?**  **How does it better their life?**    **What sorts of thoughts should go through this person’s head right before they decide to lend you money?**  What is the “final straw” that makes them pull the trigger? |