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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?     |