









NIDO MARKETING

AVATAR & MESSAGING WORKSHEET



DEMOGRAPHIC DETAILS

 Name:	_____	 Income:	_____
 Gender:	_____	 Marital Status:	_____
 Age range:	_____	 Location:	_____



MESSAGING

WHAT DO THEY WANT?
(IN 10 WORDS OR LESS)

WHAT PROBLEM DO THEY HAVE?
EXTERNAL/ INTERNAL

EXTERNAL:

INTERNAL:

WHAT IS YOUR SOLUTION TO THAT PROBLEM?

WHY ARE YOU SPECIFICALLY SUITED
TO SOLVE THAT PROBLEM?
(EMPATHIZE HERE)

WHAT DOES THEIR LIFE LOOK LIKE AFTER
YOU HAVE SOLVED THEIR PROBLEM?
