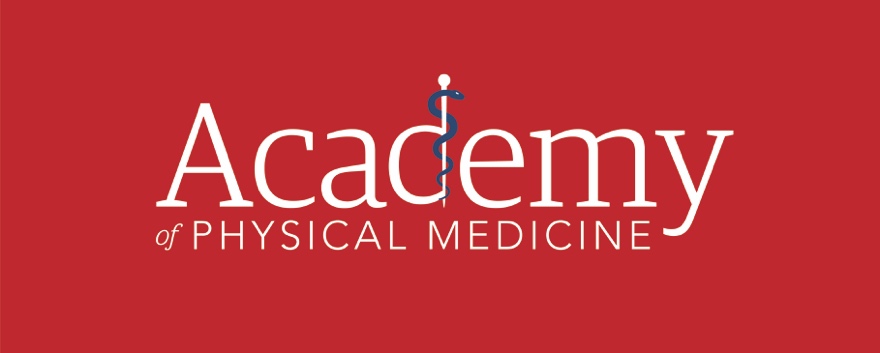
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**Making Your Avatar**

**Avatar’s Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

General Questions

Male / female

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Age

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Single / Married / Dating / Divorced / Kids

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Homeowner/ Renting

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Clothing: brands/sportswear brands/specific sportswear/hobby-specific clothing

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Any other general info

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Professional Life

Job

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Income

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What is most important to him/her about the job?

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More about work/job – is it fun / tiring / stressful / exciting / a vocation

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Personal Life

Hobbies (arts, cultural, sport, health, kids stuff, knitting, crafting, cooking, gardening, travel, politics, trains….)

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Social events (home shows, baby shows, history events, sporting, political rallys, train spotting)

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Eating / drinking out (which brands of restaurants/ coffee shop/ bar)

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Computing (work, emails, social media, gaming)

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Brands of car owned

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Socialising (stays at home, parties, drinking, sporting)

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Holidays (backpacking, 5\*, camping, sporty…)

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Charitable donations

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Shopping (kids stuff, sports gear, clothes, gardening stuff, online…)

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Media

Newspapers and magazines

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What websites do they like and do they shop online?

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What Movies and/or TV Shows do they like? Do they watch TV or Online?

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What Radio stations do they listen to?

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Other

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Visiting You

What are their concerns about coming?

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What has happened in the past to lead them to contacting you? How do they feel about this?

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What matters to them about seeing you?

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What is the final straw that makes them contact you? (Wife yelling at them, pain, can’t lift kids, can’t work?)

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What goes through their mind before they book an appointment?

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Emotional

What are this person’s big worries in life?

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What are his or her big challenges?

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What worries him or her?

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What inspires and motivates him or her?

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What are his/her weaknesses in life?

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What are his or her strengths?

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What does he or she want from life?

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