



IGNITION

SOUL-MATE AVATAR

FEARS &

FRUSTRATIONS

What do they FEAR?

eg. people not being honourable with their payment plans or people being afraid to use finance.

What are their FRUSTRATIONS?

eg. inconsistent income and/or people defaulting on in-house payment plans.

WANTS &

DESIRES

What do they WANT?

eg. to be paid in full from client sign up.

What do they DESIRE?

eg. to make impact on a large scale and live a lifestyle that's in alignment with their values.

YES/NO LIST

YES

NO

YES	NO