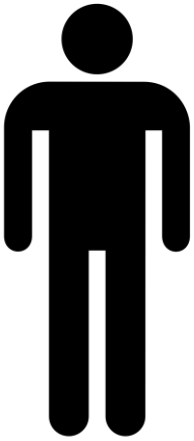
Creating Your Avatar

Rapid Fat Loss Boot Camp Member ($) – MALE



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

Describe everything you know about your ideal client (reference your client review worksheets and campaign review worksheet). Who are they, what do they do for a living, what groups, or associations do they belong to, what made them contact you, what problems were they looking to solve, what goals do they want to achieve, were they researching your competition at the time they were thinking about hiring you, were they already working out, what is their history with fitness/exercise, how long were they checking you out before they responded, what was the main reason they decided to buy and take action, what else do you know about them?

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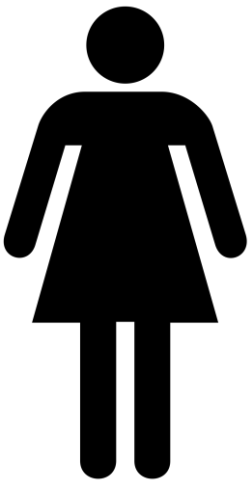
Creating Your Avatar

Rapid Fat Loss Boot Camp Member ($) – Female



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

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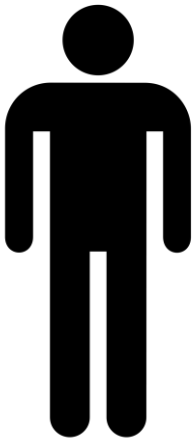
Creating Your Avatar

HEAT Semi Private Training Member ($$) – Male



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

Describe everything you know about your ideal client (reference your client review worksheets and campaign review worksheet). Who are they, what do they do for a living, what groups, or associations do they belong to, what made them contact you, what problems were they looking to solve, what goals do they want to achieve, were they researching your competition at the time they were thinking about hiring you, were they already working out, what is their history with fitness/exercise, how long were they checking you out before they responded, what was the main reason they decided to buy and take action, what else do you know about them?

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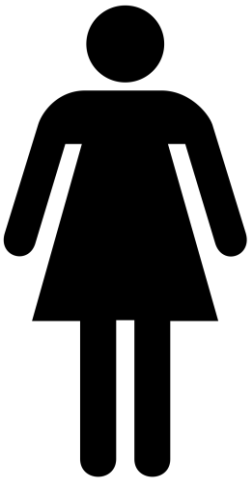
Creating Your Avatar

HEAT Semi Private Training Member ($$) – Female



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

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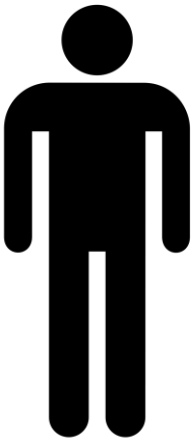
Creating Your Avatar

VIP Personal Training Clients ($$$) – Male



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

Describe everything you know about your ideal client (reference your client review worksheets and campaign review worksheet). Who are they, what do they do for a living, what groups, or associations do they belong to, what made them contact you, what problems were they looking to solve, what goals do they want to achieve, were they researching your competition at the time they were thinking about hiring you, were they already working out, what is their history with fitness/exercise, how long were they checking you out before they responded, what was the main reason they decided to buy and take action, what else do you know about them?

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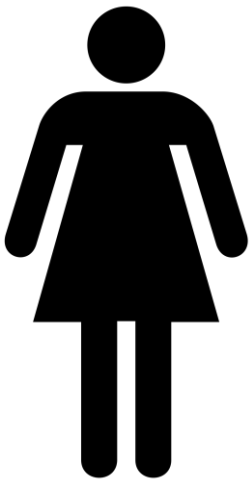
Creating Your Avatar

VIP Personal Training Clients ($$$) – Female



Name (fictitious): _____

Age: _____

Profession: _____

Marital and family status: _____

Associations: _____

Location (city, neighborhood, or zip): _____

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