

# PROSPECT AVATAR WORKSHEET

Product / Service Name:

## Positioning



Ideal Prospect:

Problem:

Outcome:

## Offer

## Objection

Main Objection:

Guarantee:

## Authority

# PROSPECT AVATAR WORKSHEET

Product / Service Name:

## Positioning



Ideal Prospect:

Problem:

Outcome:

## Offer

## Objection

Main Objection:

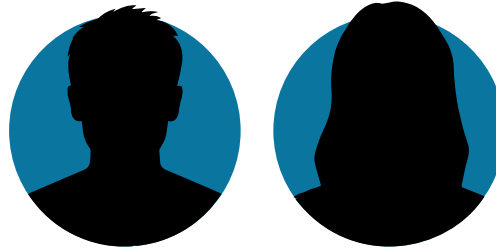
Guarantee:

## Authority

# PROSPECT AVATAR WORKSHEET

Product / Service Name:

## Positioning



Ideal Prospect:

Problem:

Outcome:

## Offer

## Objection

Main Objection:

Guarantee:

## Authority

# PROSPECT AVATAR WORKSHEET

Product / Service Name:

## Positioning



Ideal Prospect:

Problem:

Outcome:

## Offer

## Objection

Main Objection:

Guarantee:

## Authority