

Who is your target market/perfect customer avatar?

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What do THEY really want?

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What are THEIR biggest objections?

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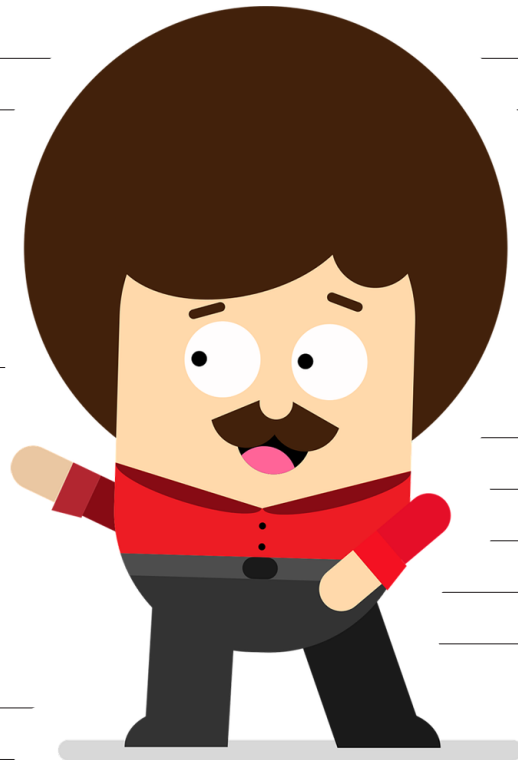
What are THEIR biggest problems & challenges

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What are THEIR most pressing questions?

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What are THEIR greatest dreams?

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What are THEIR greatest fears?

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What are the top 3 BENEFITS your client will get from YOU \* YOUR BRAND?

*NOTE: These 3 Benefits should address the top 3 problems/challenges/questions of your target market*

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