

Matt Gallant & Dawson Church



ENERGY PSYCHOLOGY CERTIFICATION

MARKETING MODULE

AVATAR WORKSHEET

1) What is their biggest challenge?

2) What are their goals? What do they want to accomplish?

3) What are their core values? What do they stand for?

4) What are your prospect's 3 main buttons?

5) What are your prospect's biggest fears around this area of their life?

6) What are your prospect's biggest frustrations?

7) What will they gain after working with you?

8) What might stop people from working with you? What are their objections?

9) What is their dream scenario after overcoming their biggest challenge?

10) What is their nightmare? The worst possible situation they'll experience if they don't work with you.

