Their Age Sex Location Family Status Occupation Income Range Hobbies Groups Passions	Describe your prospect or Avatar at left in as much detail as you can. The more you know about them and their needs and desires - the better your chance of discovering the best opportunities to interrupt their busy life with your irresistable solutions.	WHO ON WARRES WHO CAN I HELP AND HOW
PROBLEM UN-AWARE OUTCOME PROSPECT AWARENESS LEVEL Best Chance for Sale In the Red Zones MOST AWARE PRODUCT SOLUTION AWARE PRODUCT AWARE PRODUCT AWARE PRODUCT AWARE		Pyramid of Preoccupations or Hierarchy of Needs List above the incessant thoughts activitites and issues that already occupy your prospect's mind daily and who's worry over keeps then from sleeping at night
Who has money, and can be reached	This thing you could sell at 4x your cost	(ease, beauty, status, time, save)