

Reader Avatar



Name:

Gender:

Age:

Location:

Describe their residence:

Ethnicity:

Education level:

Financial situation:

Do they own a car? If so, what kind:

Fitness/Weight situation:

Marital status:

Kids? Ages & one personal thing about each of them:

Employment:

How long at that job:

What do they like/dislike about their job:

Spouse's employment:

How long at that job?:

Political views on various major issues:

Religious views and how devout they are:

Hobbies:

Favorite food brands:

Favorite clothing brands:

Stores they shops at:

Websites they uses regularly:

Books and magazines they read regularly:

Movies & TV shows they watch regularly:

Personal Goals they have:

Work Goals they have:

Health Goals they have:

Family Goals they have:

Name conversational topics they discuss with their spouse or family:

Name conversational topics they discuss with their friends (if they have close friends):

Who do they aspire to be? What type of person?

Top three problems currently facing.

After each problem, list:

- How does this problem make them feel?
- How do the people around them react to this issue?
- What are the long-term consequences of this problem?
- What are the financial consequences of this problem?
- What are the personal consequences of this problem?
- Is this problem serious enough to be keeping them up at night worrying?
- Are they avoiding facing this issue? Or attacking it head-on?



What are three dreams/goals they have for the future.

After each dream/goal, list:

- Are they actively doing something to achieve this goal? Or is it just a dream they're not acting upon?
- If doing something, what are they doing?
- How would their life be changed if they achieved this goal?

