

Identify Your Avatar

It's critically important to the success of your marketing, sales and delivery of services that you have a deep understanding of who your Ideal Prospect, Avatar, is. You've likely heard the phrase, "You can't hit a target you haven't set" this applies to the importance of having a clearly defined Avatar. Having a deep understanding and a clearly defined Avatar will help you:

1. Tell a clear story to connect with your Avatar in you marketing messages.
2. Be more effective in your marketing and prospecting. Your marketing time and dollars will be well spent when you know where to advertise and who to target to maximize your exposure.
3. Better connect with your Avatar with your direct response marketing because you will have an understanding of their pains, pleasures, desires and wants.
4. Deliver and develop better services because you are able to anticipate your markets needs, behaviors, and concerns.

Demographics

Suggestions:

- Age
- Sex
- Income
- Net Worth
- Disposabile Income
- Household Size
- Household Income
- Family Status
- Rent or Own

Geographics

Suggestions:

- Local
- Region
- National
- Global
- City
- County
- State
- Country
- Zip Code
- Census Tract
- Neighborhood

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Psychographics

Suggestions:

Hobbies
Spending Habits
Interests
Personality
Values
Life Style
Attitudes
Religious Beliefs

Target Market Specialist: Asset Types

Suggestions:

Multifamily
Retail
Office
Industrail
Hospitality
Land Development
Special Purpose

Target Market Specialist: Area of Responsibility

Suggestions:

Zip Code
City
County
State
Regional Area

Target Market Specialist: Demographics

Suggestions:

Nationality
Age Group
Level of Wealth
Income Range

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Target Market Specialist: Value Proposition

Suggestions:

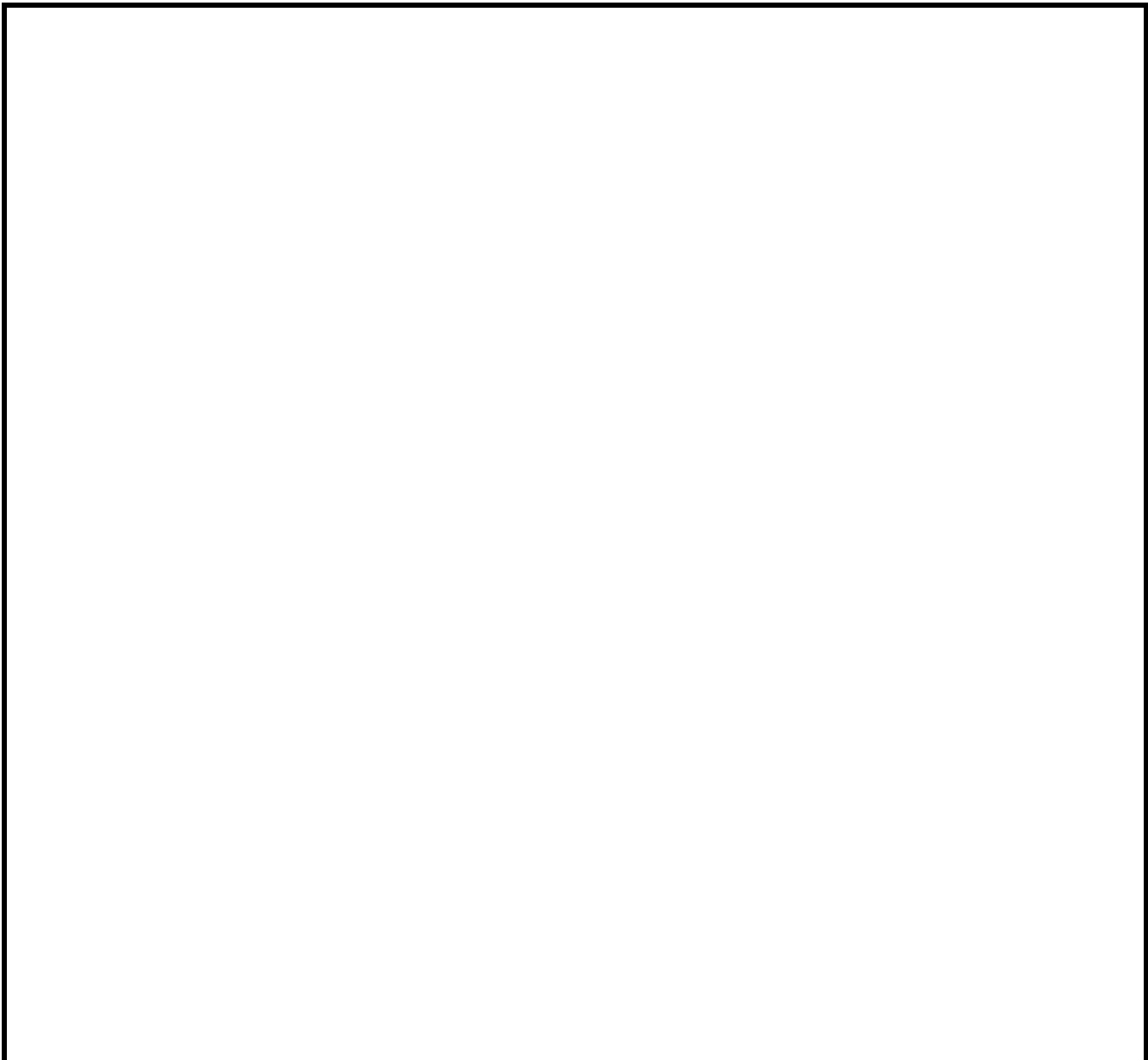
Cost Seg

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Law

Foreclosure

Now write out a summary of what your Avatar looks like and what your target market is.



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