

Option 1) Passive Income: _____

Name	Age	Gender	Origin	Income	Status
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□M-□F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner



Option 2) Recurring Income: _____

Name	Age	Gender	Origin	Income	Status
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner



Option 3) One Time: _____

Name	Age	Gender	Origin	Income	Status
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□M-□F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	☐ Employed ☐ Self Employed ☐ Dual Income ☐ Manager ☐ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	☐ Employed ☐ Self Employed ☐ Dual Income ☐ Manager ☐ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	☐ Employed ☐ Self Employed ☐ Dual Income ☐ Manager ☐ CEO/Owner



Option 4) One Time - Recurring: _____

25-35	Name	Age	Gender	Origin	Income	Status
35-45		□ 35-45□ 45-55□ 55-65	□M-□F	□ Black□ Hispanic□ South Asian	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager
35-45		□ 35-45□ 45-55□ 55-65	□ M - □ F	☐ Black☐ Hispanic☐ South Asian☐	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager
□ 35-45 □ 45-55 □ 55-65 □ 65+ □ West Asian □ White □ 35-45 □ 45-55 □ 65+ □ White □ 30K-75K □ 150K-250K □ Manager □ CEO/Owner □ 25-35 □ M - □ F □ White □ 30K-75K □ 30K-75K □ 150K-250K □ 150K-75K □ 250K+ □ 150K-250K		□ 35-45 □ 45-55 □ 55-65	□ M - □ F	□ Black□ Hispanic□ South Asian	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager
□ 35-45 □ Black □ 30K-75K □ Dual Income □ 55-65 □ South Asian □ 150K-250K □ Manager □ 25-35 □ M - □ F □ White □ 30K-75K □ Employed □ 35-45 □ Black □ 30K-75K □ Self Employed □ 30K-75K □ Self Employed □ CEO/Owner		□ 35-45□ 45-55□ 55-65	□ M - □ F	□ Black□ Hispanic□ South Asian	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager
□ 35-45 □ 45-55 □ 55-65 □ Black □ 30K-75K □ 30K-75K □ Dual Income □ 150K-250K □ Manager □ 250K		□ 35-45□ 45-55□ 55-65	□ M - □ F	□ Black□ Hispanic□ South Asian	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager
		□ 35-45 □ 45-55 □ 55-65	□ M - □ F	☐ Black ☐ Hispanic ☐ South Asian	□ 30K-75K □ 75K-150K □ 150K-250K	☐ Self Employed ☐ Dual Income ☐ Manager



Option 5) Large Ticket: _____

Name	Age	Gender	Origin	Income	Status
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner



Option 6) Large Ticket - Recurring: _____

Name	Age	Gender	Origin	Income	Status
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	☐ Employed ☐ Self Employed ☐ Dual Income ☐ Manager ☐ CEO/Owner
	□ 25-35□ 35-45□ 45-55□ 55-65□ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	☐ Employed ☐ Self Employed ☐ Dual Income ☐ Manager ☐ CEO/Owner
	□ 25-35 □ 35-45 □ 45-55 □ 55-65 □ 65+	□ M - □ F	□ White□ Black□ Hispanic□ South Asian□ West Asian	□ <30K □ 30K-75K □ 75K-150K □ 150K-250K □ 250K+	□ Employed □ Self Employed □ Dual Income □ Manager □ CEO/Owner





Final Thoughts - Your Online Sales Conversation

Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them					