

# Universal Traffic Engine: Avatar Worksheet



<b>Identity - Who They Are</b>		
<b>Self-Identity</b>	<b>Demographic</b>	<b>Where &amp; When</b>
<b>Triggers - Attention &amp; Interest</b>		
<b>Emotional</b>	<b>Rational</b>	<b>Repellent</b>
<b>Triggers - Persuasion &amp; Conversion</b>		
<b>Emotional</b>	<b>Rational</b>	<b>Critical</b>
<b>Who/What Has Their Attention?</b>		
<b>Trusted</b>	<b>Aware</b>	<b>Involved</b>