

# Universal Traffic Engine: Avatar Worksheet



<b>Identity - Who They Are</b>		
<b>Self-Identity</b>  <b>Inbound Marketer</b> (formerly "SEO")	<b>Demographic</b>  <b>Gender Neutral</b> <b>Age 25-60+</b>	<b>Where &amp; When</b>  <b>Work in Agency</b> <b>Work at Home</b> <b>"Doing Marketing"</b>
<b>Triggers - Attention &amp; Interest</b>		
<b>Emotional</b>  <b>Scary Change</b> <b>Criticism of Beliefs</b> <b>People are Talking</b>	<b>Rational</b>  <b>Case Studies</b> <b>Breaking News</b> <b>Tools, Tips &amp; Tech</b>	<b>Repellent</b>  <b>Spammy/Salesy</b> <b>"Bait &amp; Switch"</b> <b>Inaccurate</b>
<b>Triggers - Persuasion &amp; Conversion</b>		
<b>Emotional</b>  <b>"Cutting Edge"</b> <b>Recognition</b> <b>Community</b>	<b>Rational</b>  <b>How/Why It Works</b> <b>How to Explain It</b> <b>Improves Metrics</b>	<b>Critical</b>  <b>Convince Deciders</b> <b>Getting Results</b> <b>Better Than ---</b>
<b>Who/What Has Their Attention?</b>		
<b>Trusted</b>  <b>Moz.com</b> <b>Inbound.org</b> <b>Peers</b>	<b>Aware</b>  <b>Industry News</b> <b>Agency Blogs</b> <b>Official Blogs</b>	<b>Involved</b>  <b>Co-Workers</b> <b>Clients</b> <b>(Family)</b>