

<input type="checkbox"/>	WHO	<input type="checkbox"/>	WHAT
<input type="checkbox"/>	<p><b>Name:</b> Fred  <b>Gender:</b> Male  <b>Age:</b> 30 – 80  <b>Married:</b> Yes  <b>Children:</b> N/A</p>	<input type="checkbox"/>	<p><b>Read:</b> books, magazines, blogs  <b>Sports (play):</b> Table Tennis, Volleyball, other  <b>Sports (viewing):</b> Football, baseball, curling, golf  <b>Technical Skills:</b> computer, internet, assembly line  <b>Clerical Skills:</b> office work, Microsoft Word, Excel</p>
<input type="checkbox"/>	WHERE	<input type="checkbox"/>	WHEN or HOW
<input type="checkbox"/>	<p><b>Athletic:</b>  Fitness Centers  Local gym  <b>Bookstores:</b>  Books-a-Million  Christian bookstores  Online bookstores  <b>Libraries:</b>  Internet search  Regional Library  <b>Restaurants:</b>  Arby's  Chick-fil-a  Cracker Barrel  Five Guys  Longhorns  McDonalds  Wendys</p>	<input type="checkbox"/>	<p><b>Blogs:</b>  Political commentary  Space  Writing  <b>Books:</b>  Action and Adventure  Bible based fiction  Christian fiction  Crime (mystery)  Historical fiction  <b>Magazines:</b>  Adventure  General  How To  Sports</p>
<input type="checkbox"/>	<p>The idea behind identifying your avatar or proto persona is to help you identify who will buy your books.</p>	<input type="checkbox"/>	<p>I used myself for the above avatar. The age is broad because my interests have not changed much in all my years.</p>
<input type="checkbox"/>	<p>You can use yourself as I did or use someone else.</p>	<input type="checkbox"/>	<p>Now with an avatar you can picture (you can even use a picture if you like) who the avatar is and looks like.</p>

<input type="checkbox"/>	More important, you now have an idea of what he or she likes and does. You also have an idea of where he or she hangs out.	<input type="checkbox"/>	This gives you another tool. Why don't you try it?
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**Your Avatar**

<input type="checkbox"/>	<b>WHO</b>	<input type="checkbox"/>	<b>WHAT</b>
<input type="checkbox"/>	<b>Name:</b> <b>Gender:</b> <b>Age:</b> <b>Married?</b> <b>Other:</b>	<input type="checkbox"/>	<b>Read:</b> <b>Sports (play):</b> <b>Sports (view):</b> <b>Technical Skills:</b> <b>Clerical Skills:</b> <b>Other:</b>
<input type="checkbox"/>	<b>WHEN</b>	<input type="checkbox"/>	<b>WHAT or HOW</b>
<input type="checkbox"/>	<b>Athletic:</b> <b>Bookstores:</b> <b>Libraries:</b> <b>Restaurants:</b> <b>Other:</b>	<input type="checkbox"/>	<b>Blogs:</b> <b>Books:</b> <b>Magazines:</b> <b>Other:</b>
<input type="checkbox"/>	Feel free to use and adjust to your own needs.	<input type="checkbox"/>	Use it for who you are writing to and later for who you are marketing to.

