

MAPPING YOUR AVATAR'S HOT BUTTONS™

The secrets of attracting your avatar is not to shout. Instead, you just need to whisper the right words in the right ear. Use this hot button map to identify the fears, frustrations, wants and aspirations of your avatar.

Frustrations	Immediate	Wants What keeps them awake at night?
Away	Imagined	Towards What would they Google search?
Fears		Aspirations