



## Module 2 Lesson 1

### Defining Your Lifer

Use this guide to improve focus and maximize your learning experience. Take notes on important topics covered in this lesson that you may need to reference again.

1. Your Lifer is the person that you want to \_\_\_\_\_.
2. Knowing your Lifer helps your message \_\_\_\_\_.
3. A Lifer is a person you're going to take care of for \_\_\_\_\_. Your Lifer is \_\_\_\_\_.
4. In regards to your Lifer:  
They \_\_\_\_\_  
They \_\_\_\_\_  
They \_\_\_\_\_
5. In determining our Lifers we fear \_\_\_\_\_. We want our stuff to work for everyone, but that never allows us to really serve the people we need to serve. You end up losing \_\_\_\_\_.
6. Think about speaking to \_\_\_\_\_. In mastering your message, you must be able to picture your Lifer.

#### Answer the following questions about your Lifer:

1. Where do they live?
2. What is their age range?
3. What is their marital status?
4. Do they have kids?
5. What is their profession?



6. General household income:
7. What kind of car do they drive?
8. How often do they vacation?
9. What are their likes/interests/hobbies?
10. Where do they shop?
11. What do they eat?
12. What shows do they watch?
13. What magazines do they read?
14. What websites do they visit?
15. What's their clothing style?
16. Who do you NOT want to attract?



Extra Notes & Things to Remember: