



Avatar Madlib

Online Marketing Madlibs Discover WHO You Are Talking To...

My prospects name is _____. They're M/F (circle one). They're _____ years old

and live in _____. S/he is (choose one) single, in a relationship, married,

it's complicated. Number of children is _____. When they wake up in the morning they're anxious

about _____,

They head out the door (or not) to their job as a _____. On the way they

_____. Their greatest fear in their career is

_____.

In their personal life their greatest fear is _____.

If money were no object, in 3 years how would they describe themselves?

_____, _____,

For a break in the afternoon they _____, which makes them feel _____.

After work they're off to _____ where they want to feel _____.

As they scroll through their social media during the evening they are following accounts about

_____, _____, _____,

The brands they're following are _____, _____,

The Influencers/celebrities/bloggers they are following are

_____, _____,

The books or magazines they read are about _____ &

When they climb into their bed at night they dream about



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Therefore, to add _____ & _____ to their lives my

marketing posts/ads/content created just for them will be about

_____,'

with extra _____, _____ for fun and a little

because _____.

After a few weeks of following me on my social media or blog they'll feel

_____,'

_____, and _____.

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