## **Attractive Character**

| • | Name:   |  |
|---|---------|--|
| • | Hallic. |  |

• Dream Customers:

## Elements

• **Backstory** (The journey that got your attractive character to where he/she is today):

• Parables (A story that helps your dream customers understand an important point):

• **Character Flaws** (The flaws that are shared to help your attractive character become more relatable to your dream customers):

• **Polarity** (The beliefs your attractive character holds to attract your dream customers and repel everyone else):

## Identity

- My attractive character is the (underline your choice): [Leader | Adventurer | Reporter | Reluctant Hero ]
- Why does your attractive character have that identity?

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