

Attractive Character

- **Name:**
- **Dream Customers:**

Elements

- **Backstory** (The journey that got your attractive character to where he/she is today):
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- **Parables** (A story that helps your dream customers understand an important point):
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- **Character Flaws** (The flaws that are shared to help your attractive character become more relatable to your dream customers):
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- **Polarity** (The beliefs your attractive character holds to attract your dream customers and repel everyone else):
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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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