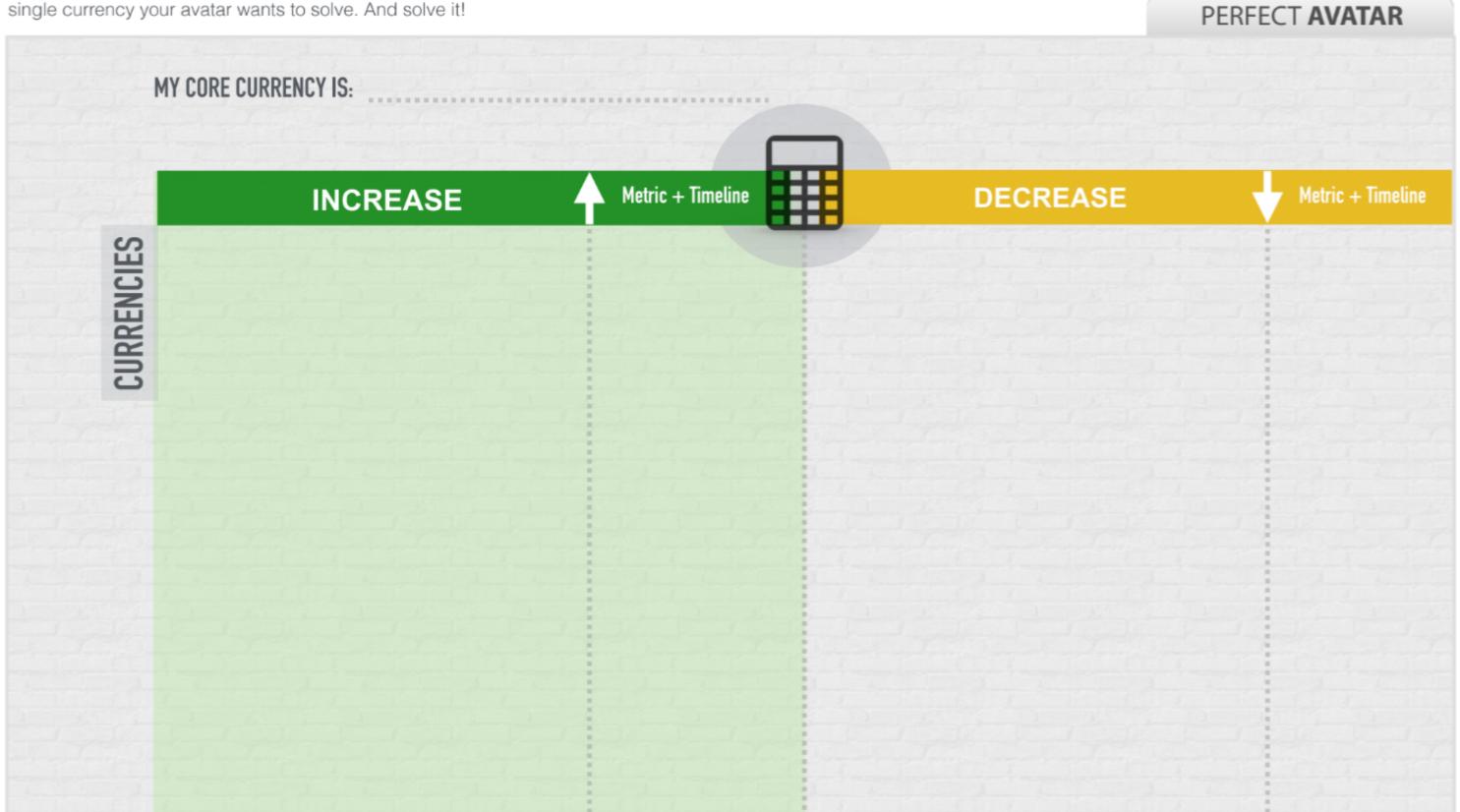
THE AVATAR CURRENCY CALCULATOR

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This tool is used to list all the important "currencies" or measures of value. First list your Core Currency - the primary "business you're in" from the Avatar Goals Grid. This will be the main category for your business i.e. web design, personal fitness, etc., and should not change based on your products or campaigns. Next, list all the currencies your product increases and decreases. Finally, decide which single currency your avatar wants to solve. And solve it!





CURRENCY CALCULATOR

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| MYC | CORE BUSINESS WAS Personal Training | | MY CORE CURRENCY IS NOW Weight Loss | |
|------------|-------------------------------------|-------------------------------------|-------------------------------------|---|
| | INCREASE | Metric + Timeline | DECREASE | Metric + Timeline |
| CUKKENCIES | Energy | 2x - 20 days Hard to Measure | Body Fat | Under 8% in 80 days |
| S. | Muscle Mass | 20 lb. in 90 days | Weight | 10 lbs in 30 days |
| | Confidence | 10x in 3 weeks | Depression | Hard to Measure |
| | Well-Being | Hard to Measure | Health Risks | Hard to Measure |
| | | | Food Bills | 200\$ per month |
| | Mental Focus | Hard to Measure Double Bench Press | Medical Expenses | lower blood pressur and corset 20% in 30 days |
| | Strenght | | Stress | Hard to Measure |
| | Speed | 5K in 22 Minutes | Anxiety | Hard to Measure |
| | Performance | 80 Handicap in 20 days | Time (in the gym) | complete workout in 10 minutes per week |