

# 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!



PERFECT AVATAR

MY CORE CURRENCY IS: .....

CURRENCIES

INCREASE



Metric + Timeline



DECREASE



Metric + Timeline

# CURRENCY CALCULATOR

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MY CORE BUSINESS WAS		Personal Training	MY CORE CURRENCY IS NOW		Weight Loss
CURRENCIES	INCREASE	Metric + Timeline	DECREASE	Metric + Timeline	
	Energy	2x - 20 days Hard to Measure	Body Fat	Under 8% in 80 days	
	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	
	Mental Focus	Hard to Measure	Food Bills	200\$ per month	
	Strenght	Double Bench Press	Medical Expenses	Lower blood pressure and corset 20% in 30 days	
	Speed	5K in 22 Minutes	Stress	Hard to Measure	
	Performance	80 Handicap in 20 days	Anxiety	Hard to Measure	
			Time (in the gym)	complete workout in 10 minutes per week	