

## *Ideal Client Avatar*

### *Step 1:*

**Think of your IDEAL clients. What are their common traits?  
Jot down some typical characteristics:**

- Age
- Income
- Gender
- Marital status
- Industry or professional background
- Values and beliefs
- Lifestyle
- Hobbies and interests

### *Step 2:*

**Take some time to think about the following questions:**

1. What should my ideal client be asking me that they're not yet asking?
2. What does my ideal client need to know about me?
3. What could help my ideal client right now?
4. What are the top three things that are preventing my ideal client from giving me/us a try?
5. What is something my ideal client is not expecting from me, but if I created it, it would knock their socks off?
6. What is the real need that I can satisfy underneath my ideal client's greatest want?
7. What is my ideal client embarrassed to admit?
8. What has my ideal client tried in the past that has not worked for them?
9. What does my ideal client need to believe before engaging with me/us?
10. What primary emotion, or set of emotions, does he/she feel at the exact moment they're about to buy our service?

### *Step 3:*

**Now put yourself in your Ideal Client Avatar's shoes and answer the following questions as if you were them:**

11. What do you worry about? What keeps you up at night?
12. What do you secretly fear may be true about your situation?
13. What do you not look at because it triggers too much fear?
14. What's the worst case scenario?
15. How do you fear others (close friends, family, spouse, clients) would react if they found out about your situation?
16. What do you secretly wish was true about your situation?
17. What's the OMG-I-can't-believe-that-exists dream solution that you'd pay almost anything for?

*Advise Better  
Live Better*