



# *Ideal Client Avatar*

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## **Step 1:**

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

- Age:
- Income:
- Gender:
- Marital status:
- Industry / professional background:
- Values and beliefs:
- Lifestyle:
- Hobbies & 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?

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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 hasn't 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?

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## **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?