

CREATING YOUR Ideal Client Avatar



1. What do your ideal clients have in common? List every trait they share:

Demographics

AGE INCOME GENDER
MARITAL STATUS INDUSTRY ETC.

Psychographics

VALUES BELIEFS LIFESTYLE
HOBBIES INTERESTS ETC.

2. Now, using those commonalities, create a single representation of your *Ideal Client* with as many specific details as you can.

Describe this person so well that you can easily step into his/her/their shoes. You want to be able to think, speak and experience emotions unique to him/her/them.

Your Ideal Client Avatar

NAME:

LIFE BELIEFS:

AGE/GENDER:

FAVORITE BOOKS, MUSIC, TV/FILMS:

HAIR/EYE COLOR:

WEBSITES HE/SHE/THEY FOLLOW:

MARITAL STATUS:

GOOGLE HISTORY:

(Relating to your business and their life)

CHILDREN:

RESIDENCE:

INCOME:

FREE TIME IS SPENT:

OCCUPATION:

GUILTY PLEASURES:

VEHICLE:

IDEAL/DREAM VACATION:

AUTHORS, TEACHERS OR EXPERTS
HE/SHE/THEY FOLLOW:

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3. What is the primary emotion, or set of emotions, your avatar is feeling at the exact moment they discover your services *and* when he/she/they are about to purchase your services?

4. What are his/her/their most significant:

Questions & Concerns

Values

Dreams

Goals