



Ideal Client Avatar

WORKBOOK

Create your ideal client so that you can create messaging that will resonate with them.

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Why you need an Ideal Client Avatar

This workbook will help you understand the characteristics of your ideal customer. Once you have a clear understanding of who this person is, it will be much easier for you to target them in your marketing efforts so you can help more people get well and stay well naturally.

01

Think about who you want your client to be.

02

Complete this workbook being completely honest with what YOU want!

03

Use this workbook when you are interviewing your ideal client!

04

Use this workbook as a tool to go out and market yourself!



Let's define your Client

AGE:

SINGLE/MARRIED/DIVORCED

CHILDREN? HOW MANY?

WHERE DO THEY LIVE?

**WHAT DOES YOUR CLIENT LOOK LIKE?
BE SPECIFIC - YOU CAN EVEN INCLUDE A PICTURE**

WHAT'S IMPORTANT TO YOUR CLIENT?

Let's define your Client

WHAT ARE YOUR CLIENTS VALUES?

WHAT DOES YOUR CLIENT DO FOR A LIVING?

HOW MUCH MONEY DOES YOUR CLIENT MAKE?

Let's define your Client

WHAT IS YOUR CLIENTS GOAL IN LIFE?

WHAT DOES YOUR CLIENT DO WITH THIER FREE TIME?

**WHAT DOES YOUR CLIENT LIE AWAKE AT NIGHT
STRESSED OVER / WISHING THEY HAD?**

Let's define your Client

WHAT ARE YOUR CLIENTS PAIN POINTS (MONEY, TIME, HEALTH ISSUES, OVERWHELM, ETC.)?

WHAT ARE YOUR CLIENTS CHALLENGES?

WHERE DOES YOUR CLIENT SPEND MONEY?

Let's define your Client

**WHERE DOES YOUR CLIENT CONSUME MARKETING INFORMATION?
(SOCIAL MEDIA, MAILERS, TV, ETC.)**

WHERE DOES YOUR CLIENT HANG OUT ONLINE?

**WHO ELSE DOES YOUR CLIENT FOLLOW ON SOCIAL?
WHAT KINDS OF ACCOUNTS ARE THEY DRAWN TO?**

Let's define your Client

WHAT INSPIRES YOUR CLIENT?

**IS YOUR CLIENT HAPPY WHERE THEY ARE IN LIFE?
WHY OR WHY NOT?**

Let's define your Client

QUESTIONS TO ASK ABOUT YOUR AVATAR CLIENT AND YOUR PROGRAM:

- Will the client like the program?
- Will the client pay for the program?
- Does it solve a problem?
- How and where can I reach the client and others like them when marketing my own program?