

How to Determine Your Ideal Avatar (Client)

By the end of this worksheet you'll have your very own avatar who will have a photo, a name and a real life story.

The purpose to define your avatar is **so your message will resonate with them.**

You can have more than one avatar for the different areas in your business, your different products and services.



This worksheet contains a series of questions in various categories. These are just to give you an idea of the type of information you need to research.

The instructions:

- 1) To determine your ideal avatar first ask yourself these key questions:
 - a. Out of everyone who could use my product / service, who am I most passionate about working with?
 - b. Who do I most closely identify with, understand and sympathize with?
 - c. Who will benefit the most from my product / service?

Use your answers from the above questions to now dig deeper.

Once you have a good idea about who your avatar is then you can write their life story.

- 2) Define the ideal avatar. Use the questions in **Category 1** to assist you. Ideally you want to know:
 - a. Who are they?
 - b. Where are they?
 - c. What do they do?
 - d. What do they buy?



Category 1: Profiling Questions:

Demographic Questions
What is their gender?
Their age?
Their race?
Do they have children (if so, how many and what are their ages/genders)
Are you in a relationship (and if so, are you married?) with kids?
What is their education level?
Do they have aging parents / grandparents?
Do they have pets?
What is their fitness level?
What are their physical attributes?
Are they business owners, employees?

Geographic Questions
Where do they live?
What city do you live in?
Is it a small town / city / suburb / country area?
On the coast / inland?
Internal Statistics
How long do they stay with you as a customer?
Have they visited your store recently?
What purchases have they made with you?
What price do they frequently pay?
What was their purchasing behaviour during your last promotion?

3) What are their finances like? Answer the questions in **Category 2:**

Category 2: Financial Life
What kind of home do they live in?
Do they rent or own their residence?
What kind of car do they drive?
Do they take vacations? How often? Where?
What kind of restaurants do they frequent?
What do they do for entertainment?
Where do they like to shop?

Do they make the buying decisions? If so, based on what criteria?
Do they have any investments?
What is their approximate personal income?
What is their approximate household income?
What is their current job and how long have they had it?
Can they afford my product / service?
What is the size of their business?



4) What is their daily life like? Answer the questions in **Category 3.**

Category 3: Daily Living

What personal / recreational / professional activities do they do daily?
What memberships do they have?
What is their average day like?
What time do they get up?
What kind of food do they eat?

5) Make your avatar personal by answering the following questions and using the questions in **Category 4:**

- a. What is their name?
- b. Are they overweight, underweight... by how many kilograms?
- c. Do they have friends, best friends?

Category 4: Psychographics
What are their interests?
What are their hobbies?
What is their personality profile?
What are their beliefs?
What are their priorities in life?
What do they say versus what they do?
What are their attitudes?
What are their buying motives?
What is their lifestyle like?
How do they use products?
Do they buy and not use, or do they master it?
What magazines do they read?
What TV shows do they watch?
What ideas and words do they respond to?
What is their political orientation?

What religion were they raised in?
What religion are they practicing now (if any)?
What social clubs, organisations and groups have they joined?
Identity Questions
What symbolizes success to them?
What values do they most want to impart to their children?
How do they want to be remembered after they die?
Forget their real age, how old do they really feel?
Do they feel like the world is generally on their side?



6) Write a list of 10 things that are their biggest fears frustrations, desires, wants and needs. And prioritize them in order from 1 to 10 based on the biggest emotional factor. Consider the questions from **Category 5**.

Category 5: Emotional Issues:
What are their innermost hopes, dreams and desires?
What fears do they have that they don't even admit to themselves?
What do they desire the most?
What are their daily frustrations?

7) What are their emotional struggles? Answer the questions in **Category 6**.

Category 6: Emotional Struggles:
Who do they most resent?
What annoys them beyond belief?
What pushes their hot buttons?
What makes them lose control of their emotions?
What are a few things that they struggle with most on a daily basis?
What keeps them awake at night?
What are they mad about?

8) What are their world views? Answer the questions in **Category 7**.

Category 7: World Views
Where do they get their news?
What websites do they visit daily?
What are they optimistic about?
What are they pessimistic about?
What offends them?



9) What skills do they have or are they lacking? Answer the questions in **Category 8**.

Category 8: Skills
What skills are they lacking in?
What are they not very good at?
Specifically what do they do instead?
What belief is holding them back?
What drives them?
What do they fear so much that it paralyses them from even taking action?
What are the biggest fears or frustrations prompting you do look for a solution?

10) What people are important to them? Answer the questions in **Category 9**.

Category 9: Other People
Who do they look up to in life?
Who do they trust?
Why do they trust them? What do they symbolize?
Who can't they stand?
Who are they jealous of?
Who don't they trust at all? What do they symbolize?
Who are their 3 favourite celebrities or public figures?
Who are their 3 least favourite celebrities or public figures?

11) What private fears or worries do they have? Answer the questions in **Category 10**.

Category 10: What do they Worry about Privately with their:
Spouse
Relatives
Close friends
Neighbours
Co-workers
Clients



12) Where do they get their information sources from? Answer the questions in **Category 11**.

Category 11: Information Sources
Where do they go to get information they trust?
Where do they hangout online?
Who do they associate with?
What products have they bought in the past?
Why did they buy them?
Where they happy or sad with the result?
What magazines do they subscribe to?
What information sources do they consistently consume?
What people/websites/newsletters etc. do they consider to be authoritative sources of information?
How much time per week do they spend on Twitter, Facebook, LinkedIn?

13) Write a list of the 10 biggest mistakes your avatar makes, or believes they make. For example:

- a. I'm too old
- b. I'm too young
- c. This won't work for me
- d. I procrastinate
- e. I'm a perfectionist
- f. I never finish what I start
- g. I'm too scared to start

14) Key questions:

- a. Do they really NEED my product / service? (Perhaps you need to spend your time to educate them that your product / service is a solution to their problem OR perhaps they are not aware they have a problem)
- b. WHEN do they need my product / service?

15) Now the fun part!

Find a photo of your ideal avatar and write their life story with all the information you now know about them.

Print out their story with their photo and read it before you write any email, blog post, social email post, etc.