HOW TO IDENTIFY & CREATE YOUR IDEAL CLIENT AVATAR

"In order to be seen by our ideal client, they first have to be seen clearly by us."

Coach Cheryl

Successful Coaches ENTERPRISE

Getting Started

The more you know about your target audience and clients, the easier it is for then to hear you through all the noise out there. You'll be able to create relevant and valuable content and products that they are attracted to. Once you complete this workbook, write your client avatar onto a one-page document (example on the last page) with a picture to represent them. Then you can print it out and put it somewhere so you can see it clearly every day.

What is an Avatar?

The only way to learn the best ways to laser target your audience is to get clear in your own mind about who your ideal client is. One way to do that is to create an avatar that represents your customer's persona. The avatar shows what they probably look like, what they do for a living, what scares them, what gives them joy, and will also help you know what you can do for them.

Why Avatars Are Important

Knowing your audience is an essential part of being successful in your business. You need to get to know your audience intimately. That can be hard to do if you're too focused on trying to attract everyone. Your audience cannot be everyone. In fact, it's not even everyone in the niche that you want to focus on. You have to go deeper.

Once you create one avatar and you've perfected your messaging and marketing to them then you can decide if you want to create subsets of avatars for different segments of your audience. But for now, let's focus on the audience of one.

There are many reasons why marketing to an audience of one, rather than trying to appeal to the masses, will increase your reach and revenue.

Creating an avatar is very important because:

- You'll be able to send clearer messages.
- Your messages will be laser targeted to one person.
- Creating targeted content will become easier.
- Developing marketing and ads will be simpler.
- Product creation becomes almost automatic.

Don't worry, this is not going to lower your reach or your income. In fact, by laser focusing in on an audience of one, you're going to reach more people, get more visible, and bring in more income. Let's get started.

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Identifying Your Unique Avatar

To create the avatar, you will need to ask yourself the questions below. As you answer, you are making some assumptions, but you are also using the information you gain through market research and the study of your audience.

Give him/her a name, (this step is very important).
My unique person's (avatar) name:

DEMOGRAPHICS

Gender : M F

Age : >18 18-30 31-40 41-50 51-60 60>

Occupation :

Education : In School Didn't Graduate HS Diploma/GED Some College 4-Year/Vocational Degree Master's Degree PHD

Annual Salary : >25K 25K-50K 50K-75K 75K-100K 100K-150K 150K>

Geographic Location :

Marital Status : Single Married In a Relationship Domestic Relationship

Do they have children? : Yes No If yes, how many?

Hair color? :

Eye color? :

Weight? :

Health? :

If you sell to other business owners, you will need to add these information:

What is their industry? :

What is their audience? :

What is their annual income? :

How long have they been in business? :

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PSYCHOGRAPHICS

After you answer the basic demographics questions, it's time to get more specific. These questions will be answered based on your niche.

Describe a typical day for your ideal client.

What brands do they like? :

What websites do they visit? :

Where do they get information from? :

Where do they get industry news? :

What social media platforms are they on? :

What are their top goals?

Business :

Personal :

Family :

Interests and Hobbies :

What do they want at their core? What makes them tick? What gives them purpose in life? Examples may include: Free time, Making money, Saving money, Kids, Family, Fun/Leisure, Health, Relationships, Safety, Career, Property, Reputation, Knowledge, Humanitarian Efforts, Philanthropy, Addictions, Politics, Religion, Retirement, Inner peace, etc.

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PSYCHOGRAPHICS

Unique Problem

What is the unique problem that your avatar experiences? (Use phrases, words, or ideas your avatar has expressed.) Remember to focus your answers on how each question relates to your niche.

List 3 top problems they have that your product or service can help can solve:

1 :

2 :

3 :

How do these unique problems make your avatar FEEL? (List emotions)

1 :

2 :

3 :

Based on the top 3 problems answer the following:
(This information will help you to create marketing materials that will speak directly to your avatar)

What is the worst thing that can happen to your ideal client if they do not solve their problems?
Try to imagine how they would answer.

How do they feel about not solving the problems?
Consider all the things that can happen if those problems are not solved.

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PSYCHOGRAPHICS

What are the worst-case scenarios that can happen if the problems aren't solved?
Dig deep. There could be personal, financial, professional, and other consequences.

How do they feel about not solving the problems?
Consider all the things that can happen if those problems are not solved.

Now start thinking about what will happen to your ideal client if they DO solve their problem.

What would that look like to them?

How would it make them feel?

What would they be willing to pay or do to see it come true?

Describe how your product or service helps solves their problems?

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Now let's put it all together:

Once you've completed the above it'll be a lot easier to create content, products and services for your ideal client and to market to them. It will help if you create a background story and choose a photo that shows a real person that looks like your avatar.

One Page Example Avatar: Jenn the CoachPreneur

Jenn is a coachpreneur who is age 30 and older, has finished coach training, and starts building her business. Jenn works alone and runs all parts of her business.

Jenn has a passion for serving others and changing the world. She loves that she does, but is starting to see that the business side of coaching is not what she initially thought it would be. Getting clients, creating content, marketing, etc. has her feeling overwhelmed. She's not sure what to do and in what order to do it. Jenn gets a lot of free information to try and learn and grow but often feels overwhelmed with all the different strategies and free advice. Her dream of making an impact and creating a life of freedom, flexibility, and control are getting pushed farther out as time goes by. She loves the fact that she owns her own business and has some flexibility but feels like she's not getting anywhere fast.

Jenn is savvy enough to know what she can't spend too much time trying to learn everything and needs help. She realizes that to make her business bring in the income to support herself and her family so she can impact people, she has to come up with a new game plan. Jenn needs to earn $75,000 from her coaching to be full time in her business. She desires to spend time doing what she loves and less time dealing with the business side of her things. Jenn is at the point where she is exhausted by the day-to-day activities of running the business – yet wants to grow. She feels stuck in her business because she is doing things that are not in her zone of genius.

Her vision is to grow her business by hiring a team that can do the things she isn't good at and doesn't want to do, and by automating the mundane tasks in her business that are important but suck up a lot of her time. She is ready to take on the role of coach as her full focus. Jenn is aware that marketing and systems are a huge part of establishing her income goals and that she needs to start taking structured, consistent action by hiring some help. Her focus is on growing revenue, creating systems, and positioning her business to scale. By getting help with these strategies, she will generate the cash flow in her business that she needs to hire more and add stability.

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Market Research

Its' important to know the pain points of your ideal client so that you can market to them effectively.

Identify Their Pain Points

The problems potential customers face are known as 'pain points,' for the obvious reason that they cause pain. When you understand their 'pain points' you can target your messaging to the solution you can provide to those issues.

How you find this out is to contact people who've either bought from you already or expressed a strong interest in your work, followers and those that fit your ideal client profile.

There are two key ways to find out people's pain points:

1. Speak to Them

This is by far the best way to get to know your customers, but it's the method that many entrepreneurs shy away from. This can be because they're nervous about discussing their products and services in case someone criticizes them, or they don't want to put the time in to organize and conduct sessions.

If you've hidden behind your computer for too long, then you need to get out from behind it and have conversations with your target audience. This way, you can really listen to what people have to say about their difficulties.

Whatever method you use, here are some tips to help you conduct a conversation of this type:

- Explain the purpose of the interview clearly before you speak. This isn't an opportunity for selling so don't mention any promotions you have coming up
- Reassure them that the conversation is confidential, and that you'll only use the information in a general way to improve your offering
- Put the focus on them and their experiences
- Ask probing questions but in a natural way. Don't stick to a rigid script
- Make sure you listen attentively to what they say and don't lead with an agenda of your own
- Stop thinking about what you want to say next and give your attention to them and their desired situation

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- Use your coaching skills. Summarize as you go along and check with them that you're on the right track, for example "So what you're telling me is…. Is that correct?", "What I've heard is that …… Have I got that right?"
- Record where possible. Ask for their agreement and test that your recording device is working before you start. Use the voice recorder on your smartphone or set your video conferencing platform to record automatically
- Take notes too in case the recording isn't clear
- Thank them and recap the content at the end

2. Conduct Surveys

The second way to identify the pain points is to conduct surveys. There are many tools that you can use to create surveys such as Google Forms, HubSpot Forms, Jot Forms and Survey Monkey which all have free versions.

Your goal is to conduct 5 live market research calls and 5 surveys. Use the Market Research Worksheet to help you prepare. From the information gathered in your interviews and surveys, identify a minimum of 3 facts/values/challenges, 5 fears/frustrations, and 5 wants/ aspirations and enter them onto your Ideal Client Avatar Worksheet.

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Finding People Like Your Avatar

Let's look at some way to help you find out where your audience hangs out:

- **Google Search** – Best place to start. Once you have created your avatar, you can type in the problems you believe they have and start from there.

- **Google Alerts** – A great method of finding your audience is to Google questions on products that already exist that serve your audience.

- **Create a Freebie** – A good lead magnet that is laser targeted to your niche that no one else could possibly want is an effective way to pull them out of the woodwork.

- **Search Facebook** – There are groups for everything. Search groups for people like your avatar.

- **Try Other Groups** – There are groups all over the net. Not just Facebook.

- **YouTube** – YouTube is a search engine too. Find people who are talking to your audience and then read the messages to find your audience.

- **Quara.com** – This is a question-answer site. You can look at questions that have been asked. You can also ask questions yourself.

- **LinkedIn.com** – Set up your profile with your publications directed to your audience to bring them to you. You can even start your own group.

- **Instagram** – Start your Instagram page with your audience in mind and share relevant information just for that audience.

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Where does your audience hang out? Write down some ideas for engagement in each area:

Special Websites / Forums

Facebook Groups

Web Groups

Linkedin / Instagram / Other Social Media

YouTube / Pinterest / Other Visual Search Engines

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