MARKET RESEARCH WORKSHEET

Coach Cheryl

Successful Coaches ENTERPRISE

Complete this worksheet and then add the information to the **Ideal Client Avatar Worksheet.** Draft your interview questions below. Here are some sample ones to get you started.

Remember to customize them to your ideal client's situation.

1. What's important to you about your goal?
2. What is the number one obstacle to reaching your goal?
3. What wastes the most time in your day?
4. What would your life be like if you could meet and overcome this challenge or solve this problem?
5. What's keeping you from solving the problem now or seeking a new solution?

Your Questions:

1	
2	
3	
4	
5	

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6	
7	
8	
9	
10	

Contact Your Ideal Audience

List at least 5 people in your ideal client group to **speak** to:

1	
2	
3	
4	
5	

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Make a list of others you can send a **survey** to:

1	
2	
3	
4	
5	

From the information gathered in your interviews and surveys, identify a minimum of 3 facts/values/challenges, 5 fears/frustrations, and 5 wants/aspirations for this avatar. Add this to your **Ideal Client Avatar Worksheet.**

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Need support? I'd love to help!

MY PROGRAMS

DETAILS FOR EACH TIER

Coaches Launch Lab

A community where you can learn the steps to build an audience of raving fans who want to work with you, create an offer that has them raising their hands, and deliver your program providing amazing transformation for your clients.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Pro-Coach Collective

An elevated experience for coaches who are looking to take their business growth to the next level, with advanced strategies and tactics to help you scale your business.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

LEARN MORE

Coaching Biz Accelerator

A group coaching program to build a successful, sustainable business so you can serve your clients in the best way possible and create the freedom you crave in your life.

- Doors Always Open
- Cancel Anytime
- Money-Back Guarantee

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