



Your Avatar

It is critical to have a clear understanding of who is your Ideal Client or Avatar. Knowing who they are will lead to what motivates them and how you speak or advertise to them. Answer the below question to the best of your ability. Print multiple copies for different avatars that you may have.

What is their gender? _____

What is their age range? _____

What is their level of income? _____

Are they the primary, only or secondary income earner? _____

Do they have a job or are they self-employed? _____

Are they married, single, widowed, or divorced? _____

Where do they live? _____

What is their race? _____

What is their level of education? _____

What hobbies do they have? _____

What do they read? _____

Do they prefer watching videos, reading books, or experience in-person activities? _____

What challenges do they have that you can solve? _____

Is religion important to them? _____

Do they belong to any specific organizations? _____

What influencers are in their life? (Spouse, TV, etc.) _____

What kinds of words do they use? _____

What are their wants or needs? _____

What are their challenges / problems? _____

What do you do that they can benefit from? (i.e., What problem do you solve?) _____

