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Client Avatar Worksheet

Instructions: The purpose of this worksheet is to get clear on who you're serving and talking to. The idea is to picture one client in your mind and describe him/her with vivid detail. In the future, when you write e-mails, design courses, write in your blog, and produce sales and content videos, you do so with this avatar in mind.

Demographic:

Age:

Gender:

Marital Status / Children?:

Location (if applicable):

Occupation:

Job Title:

Annual Income:

Level of Education:

Needs / Desires:

Answer as the customer...

My Goal:

I ultimately want to _____ because
(Insert main Goal)
it will allow me to_____.
(Insert #1 major benefit)

If I'm being honest with myself, my deepest desire is to _____
(Insert #1 desire - "be a rock star")

I can imagine myself_____
(**Future Pace:** Paint the picture of avatar once they've reached their goal)

Struggle:

However, I'm currently struggling with _____ and it's keeping
(insert pain point #1)

me from being able to _____ (eg. Spend time with family.)
(pain point #2)

Whenever I need help regarding _____, I read:
(insert topic / aim /goal)

List books/magazines: _____

I visit blog/website: _____

When I can, I try to attend (insert conferences):

- _____
- _____
- _____

The myth that I'm pretty sure is limiting my growth is:

"I believe _____

(insert myth)

_____

_____

_____ "

And because of this, I can't seem to make any progress. I feel like I've tried it all...

In order to reach my goal, I have tried to _____

(failed attempt / obstacle #1)

with little success, and this has resulted in _____.

(insert pain point)

In order to reach my goal, I have tried to _____

(failed attempt / obstacle #2)

with little success, and this has resulted in _____.

(insert pain point)

In order to reach my goal, I have tried to _____

(failed attempt / obstacle #3)

with little success, and this has resulted in _____.

(insert pain point)

I see a lot of people looking to take the easy route when it comes to _____

(insert topic / aim/goal)

_____

(continue topic / aim/goal)

However that's not me! I see them do things like:

List 3 quick fix/scammy alternatives:

1. _____

2. _____

3. _____

...but these kind of "magic pill" solutions will never work.

Alternative Solutions

If _____didn't exist I could probably
        (insert course/program title)

_____ to reach my goal. But that would cost me
        (Alternative #1)

_____. I could
        (time/money/resources)

also _____
        (Alternative #2)

instead to achieve my goal but doing so would probably cost me

_____.
        (time/money/resources)

Obstacles

These are the 5 mental roadblocks that I believe is stopping me from reaching my goal:
(Eg. I'm a beginner, there is no way I can learn this stuff…)

1:_____
(Objection #1)

2:_____
(Objection #2)

3:_____
(Objection #3)

4:_____
(Objection #4)

5:_____
(Objection #5)

When confronted with negative results / failed attempts I usually:

_____

_____

_____

_____

What really gets under my skin is when_____
(twist the knife - describe what really bothers your avatar)

_____

_____

I am not a person who _____

(specify exactly who this course is not for)

or _____ and I'm looking for something more

(describe negative or disqualifying quality)

suitable for my needs.

Event that lead them to seek your help:

I believe (Insert product or process title here) can help me with my problem because

_____

_____

_____

Success (Future Pacing):

Because I found (insert product/course) I am now able to:

1: _____and_____

(major benefit)   (secondary benefit)

2:_____and_____

(major benefit)   (secondary benefit)

3:_____and_____

(major benefit)   (secondary benefit)

4:_____and_____

(major benefit)   (secondary benefit)

5:_____and_____

(major benefit)   (secondary benefit)

What I find the most valuable is that (insert product/course) is the only
course/program/system that comes equipped with:

1: _____ with allows me to _____

unique feature #1   (secondary benefit)

2: _____ with allows me to _____

unique feature #2   (secondary benefit)

3: _____ with allows me to _____

unique feature #3   (secondary benefit)