

Client Avatar Sheet

Please make a copy of this sheet first (File > Make a Copy)

IMPORTANT: Please fill out the details to the best of your research and understanding of your Ideal Client

Demographics

- Age:
- Gender:
- Location:
- Income:
- Marital Status:
- Favorite Books/Authors:
- YouTube channels:
- Influencers/Experts:
- Movies/T.V. shows:

Psychographics

Answer the following questions in detail about your Ideal Client

This worksheet will require some thinking, but it will ensure that the whole funnel will speak *directly* to your most perfect clients. We cannot run profitable campaigns while pleasing the “masses.” You must zero in on your avatar’s deep problems.

Q1. What is the ONE THING (new opportunity) we need your potential client to believe that would knock all other objections?

(For example with the High Ticket Society, if we prove to our potential clients that selling High-Ticket is the only way to work with clients seeking a transformation, without having

to do high-pressure sales webinars and workshops, then all other doubts would be discarded)

Q2. What is the current state of your potential client that's causing discomfort, pain and fear

Q3. What frustrates your Ideal Client the most?

Q5. What is the desired state of your potential client?

Q6. What's stopping them from going from current to desired state? (conflicts)

Q7. What have they tried and why did it fail?

Q8. What do they need to understand to bridge that gap?

Q9. What is the cost of staying exactly where they are? How bad can things get if they don't fix this?

Q10. What misconceptions or false beliefs might they have regarding your way of doing things?

Q11. What experiences did they have in the past that is the root cause for these false beliefs?

Q11. Write down what are the new beliefs they need to have in alignment with your thought process and methodology that would counter their false beliefs

Q13. What is the pathway to achieving their goal? (Identify 3 points/concepts and explain) For example, for fitness, the 3 points are understanding diet, exercise and lifestyle

Q14. What differentiates you from other Coaches in your space?

Q15. What are the top 3-5 objections your Ideal Client might have with respect to what you have to offer?