

# Avatar & Niche Worksheet

This worksheet will require some thinking, but it will set you up so that everything you do, say, and write will speak *directly* to your most perfect customers or clients.

You cannot charge premium prices while pleasing the “masses.”

You must zero in on your avatar’s deep problems.

**1. The biggest result I can help a business or person achieve is?**

**2. Describe the favorite client you’ve ever had that you want more of...**

**3. What’s the biggest problem your ideal client has?**

**4. What frustrates your most ideal client the most?**

**5. What are THE four to five steps for them to achieve success and get results?**

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**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

**7. What humiliates your perfect client (an event or occurrence they are trying to avoid)?**

**8. What is the cost of staying where they are right now? How bad can things become if they don't fix it?**

**9. What is the most urgent, pressing crisis they have to solve right away (the real pain they're facing, the thing they need to be fixed immediately)?**

**10. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don't want to do? people? circumstances? chores?)?**

**11. What does your perfect client want more than anything else?**

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**12. Explain what you would do if you were in their situation - high-level steps. (Share 'what' you would do, not 'how' to do it.)**

**13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?**

**14. What does your perfect client complain about when they're with their friends or family (i.e. "not enough money," "not enough time," "don't know how to do something," etc)?**

**15. Name (and link to) your 4 most important competitors.**