CRAFTING YOUR IDEAL CLIENT AVATAR

NOTE: Make a copy of this document. Make sure your name is in the title. When sharing it with Michael and your mentor, please be sure to give commenting or editing permissions.

Important: STAY IN THE FLOW! This is a creative project. While these questions are focused, do your best to keep a wide angle vision and an inspirational perspective. If you find yourself second guessing, overthinking, or trying to get it right, pause and remind yourself:

"There is no wrong answer. This about me and what I want. I will cross reference all my ideas at a later time and make sure they are as accurate as can be. But, for right now that is not necessary."

Guiding Questions

Who would you love to work with?

Which demographic attributes are ideal for you now? (geographic location, age, gender, income, etc.)

Why is this person seeking your coaching? How would they answer this question?

What goals does your ideal client have for working with you? How would they answer this question?

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Describe your client's current situation. What challenges are they facing in their life right now? (internal and/or external) How would they answer this question?

What thoughts and worries are keeping your ideal client up at night?

Who does your ideal client want to become? How do they want to transform? How would they answer this question?

What aspects of their environment will they need to overcome or change in order to transform in this way? How would they answer this question?

What limiting beliefs will your client need to overcome in order to transform in this way? How would they answer this question?

What does your client search for on the internet, or where do they find answers and community to the challenges they are facing? (websites, groups, podcasts, youtube channels, authors)

What is the solution they are searching for? How would they answer this question?

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How are you perfectly equipped to help this person?

Bring your avatar to life:

- Give your avatar a descriptive title (ie- purpose driven professional)
- Give your avatar an actual name
- Search google images and find a picture of someone who looks like your avatar (drop it into the field below).

Take a moment to reflect

What creative thoughts and ideas have come up for you through this exploration of your Ideal Client Avatar?

What questions are there for you at this point?

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