

BRANDSHEET: YOUR CLIENT AVATAR (SHORT FORM)

You have an ideal client, maybe even several of them.

They are real people, with hopes, dreams, pains and fears. Your job is to understand what motivates them so you can speak directly to them. To connect with them. To engage with them.

So I want you to sit back, close your eyes and envision your ideal client or buyer. Give him or her a name. Note a few salient points about them—their age, their position and any demographics that might be relevant.

EXAMPLE: Shawn is a married, 45-year old business owner who has an existing, successful business. He does well—but he has a bigger dream.

See what I mean? Capture the core motivation of your client. (Note: if you're having trouble choosing an avatar, envision your greatest—actual or imagined—case study.)

And then carefully consider some questions about him or her:

- What's their biggest source of pain? What do they wrestle with on a regular basis?
- What's the tape that plays in their head at 2 AM when they can't sleep?
- What are their biggest fears?
- What's the biggest danger they see? And what's the biggest danger they can't see yet?
- What are their greatest opportunities?
- What are their fondest hopes and dreams?
- How do they transform after they work with you or buy your books, programs and products? What do they become? How does their future life change as a result of your work?

Ready? You can use the form on the next pages for each client or buyer you most want to attract.

CLIENT AVATAR 1—(Insert name)

Highlights:

What's their biggest source of pain? What do they wrestle with on a regular basis?

What's the tape that plays in their head at 2 AM when they can't sleep?

What are their biggest fears?

What's the biggest danger they see? And what's the biggest danger they can't see yet?

What are their greatest opportunities?

What are their fondest hopes and dreams?

How do they transform after they work with you or buy your books, programs and products? What do they become? How does their future life change as a result of your work?

CLIENT AVATAR 2—(Insert name)

Highlights:

What's their biggest source of pain? What do they wrestle with on a regular basis?

What's the tape that plays in their head at 2 AM when they can't sleep?

What are their biggest fears?

What's the biggest danger they see? And what's the biggest danger they can't see yet?

What are their greatest opportunities?

What are their fondest hopes and dreams?

How do they transform after they work with you or buy your books, programs and products? What do they become? How does their future life change as a result of your work?

CLIENT AVATAR 3—(Insert name)

Highlights:

What's their biggest source of pain? What do they wrestle with on a regular basis?

What's the tape that plays in their head at 2 AM when they can't sleep?

What are their biggest fears?

What's the biggest danger they see? And what's the biggest danger they can't see yet?

What are their greatest opportunities?

What are their fondest hopes and dreams?

How do they transform after they work with you or buy your books, programs and products? What do they become? How does their future life change as a result of your work?