



*They're
a
dream!*

LET'S CREATE YOUR
DREAM CLIENT AVATAR!



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If you try to appeal to everyone,
you'll end up appealing to nobody.

If you try to speak everyone's language,
you'll connect with nobody.

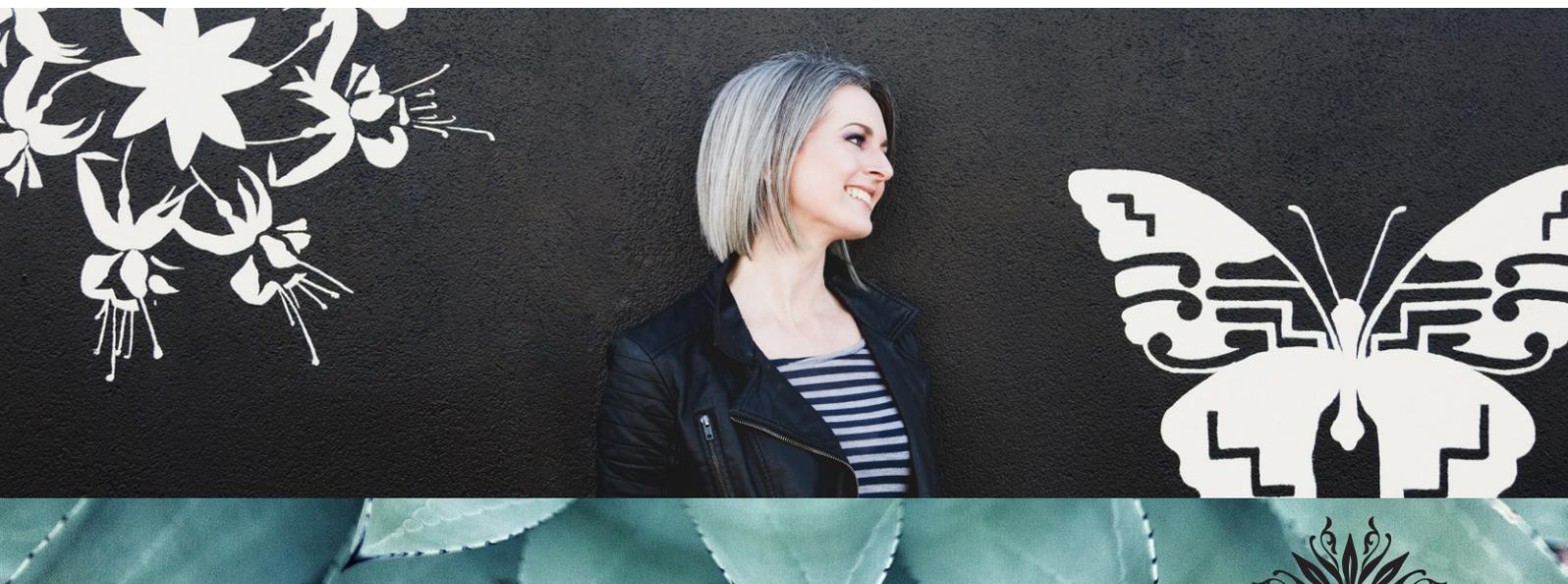
By creating a product or service that is specifically aimed at **one person** it makes the process more **personalised**, **targeted** and **relevant**.

You'll uncover the true **pain points** of your dream client, creating content that **solves** and **appeals** to their needs.

You'll create the **perfect experience** for them, beginning with their first interaction, website visit and purchase.

A perfect user experience guarantees **repeat custom** and **referrals**.

Print out the following pages to
create your own dream client avatar!



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Your dream client avatar will be a detailed profile of your ideal customer – focusing on one person and outlining everything about them. It's crucial that you create a client avatar of your ideal dream client, not your average buyer. Your ideal customer is somebody you really want to sell to, they're wanting to invest, they're loyal, they're a repeat client and they're **referral angels!**

WHO THEY ARE:

| |
|-------------------------------------|
| NAME (MAKE ONE UP!) |
| |
| AGE. GENDER. NATIONALITY / HERITAGE |
| |
| MARITAL STATUS. CHILDREN? |
| |
| PROFESSION. INCOME |
| |
| SUBURB / STATE OF RESIDENCE |
| |

WHAT'S THEIR DREAM?

| |
|--|
| LIKES / HOBBIES / INTERESTS |
| |
| VALUES |
| |
| WHAT DO THEY READ? |
| |
| WHAT DO THEY WATCH ON TV? |
| |
| WHICH SOCIAL MEDIA CHANNELS DO THEY MOST FREQUENTLY INTERACT WITH? |
| |



WHAT MAKES THEM TICK?

WHAT IS THEIR DAILY SCHEDULE (WHEN DO THEY WORK, WHEN DO THEY RELAX?)

HOW DO THEY SPEND THEIR FREE TIME (MEALS OUT WITH FAMILY AND/OR FRIENDS / QUIET TIME / MEDITATION?)

HOW DO THEY SEE THEMSELVES?

WHAT IS THEIR INTERNAL SELF TALK?

WHAT DO THEY WORRY ABOUT?

NOTE ANY OTHER TRAITS THEY MAY HAVE:



THEIR EXPERIENCE WITH YOU:

HOW DID THEY FIND YOU OR HEAR ABOUT YOU?

WHAT WERE THEY LOOKING FOR?

WHAT WERE THEY HOPING TO SOLVE OR ACCOMPLISH?

WHAT WERE THEY THINKING BEFORE THEY BOUGHT YOUR PRODUCT / SERVICE?

HOW WERE THEY FEELING AND WHY WERE THEY FEELING THAT WAY?

HOW DID THEY FEEL ONCE THEY PURCHASED YOUR PRODUCT OR SERVICE?

