



YOUR IDEAL CLIENT AVATAR

Use this worksheet to create your ideal client avatar (ICA). This is the person that you are focused on finding and bringing into your community. It will help you create all your products, services and content as you strive to find them. All questions should be very specific, no ranges.

What gender is your ICA?

What age?

Are they married? How many times?

Do they have kids? How many and what are their ages?

What country do they live in? Within that country, what state or province?

What is their level of education?

Do they work? If so, what is their profession?

What is their/family income level?

What are their hobbies/outside interests?



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Are they more introverted or extroverted?

What podcasts do they listen to?

What books do they read?

What car do they drive?

What tv shows and movies do they like?

Who do they look to for inspiration outside their family & friends? Who do they follow online?

What other companies do they shop with and how brand loyal are they?

What is something they deeply desire in their life or business?



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What are their greatest needs that need to be met?

What are they most afraid of in their life or biz?

What problem, challenge, or frustration do they need solved?

What is driving them to want change?

Why haven't they made this change yet?

What social media platforms do they enjoy?

Now that you did the work, are you feeling confident you nailed it?

If you are not yelling “**HELL YES, I GOT IT!**” then it needs some tweaking. I have a kickass deal for 30 minutes of my undivided attention on your specific ICA. Lets get you immediately knowing who the hell you are talking to.

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