Audience Avatar Worksheet

Client Name:

Date:

The audience avatar is one of the most influential and useful tools in all of marketing, but it should also help guide your product development and improvement efforts. We will use this worksheet to take a deep dive into exactly who our target audience is and how we can best help them.

This worksheet will take some thought, and will never quite be finished. This will be a living document that you will use for years to come. This will enable your business to reach the people who need your help and change the way they think about their problems and about your solution. Used properly, this will make customers feel like you are reading their minds in the ads and content that you produce.

Remember: You don’t need a broad target audience, **you need a well-defined target audience.**

This is the most important step in being able to charge whatever you want and still attract business.

# Messaging

**1. The biggest result I can help my client/customer achieve is:**

|  |
| --- |

**2. Describe the best client you’ve ever had/your ideal client if you are just starting**

(What made them pleasant to work with? What made them the perfect fit for your service? What made them get good results? etc)

|  |
| --- |

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

(Describe it in rich detail. Financial. Emotional. Pain.)

|  |
| --- |

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

(what is the source of their frustration? Why do they feel that way? What else does it make them feel?)

|  |
| --- |

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

|  |
| --- |

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

|  |
| --- |

**7. What humiliates/embarrasses your ideal client (moments 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 their most urgent, pressing crisis they have to have solved right away (the real pain they’re facing, the thing they need 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?**

|  |
| --- |

**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)?**

|  |
| --- |

# Targeting:

**If you aren’t ready to run paid advertising yet, you can skip this section.**

Answer any of the following questions that you feel might help you zero in on the people MOST LIKELY to buy. Inside of the targeting portion of our avatar we do not need to capture everyone that we will be marketing to, but we want to do our best to ensure that the people we are marketing to are only the people who are likely to work with us.

1. **How Old are they?**

|  |
| --- |

1. **What Gender are they?**

|  |
| --- |

1. **Where do they live?**

|  |
| --- |

1. **What tv shows do they watch?**

|  |
| --- |

1. **What books do they read?**

|  |
| --- |

1. **What influencers do they follow?**

|  |
| --- |

1. **What events do they attend?**

|  |
| --- |

1. **What groups do they belong to?**

|  |
| --- |

1. **What special occasions do they celebrate?**

|  |
| --- |

1. **What’s their emergency?**

|  |
| --- |

1. **Where do they hang out?**

|  |
| --- |

1. **What do they do on a free weekend?**

|  |
| --- |

**Parental Status (e.g. All parents, parents with preschoolers, parents with early school-aged children, parents with preteens, parents with teenagers, parents with toddlers, parents with adult children, new parents, non-parents):**

|  |
| --- |

**Things they buy (clothing brands, food/drink, health/beauty, business, home/garden, household products, kid products, pet food, sports, subscriptions):**

|  |
| --- |

**Types of apps they use the most (Games, social networking, finance/banking, productivity, travel, transportation, education, shopping, sports, etc):**

|  |
| --- |

**Home Ownership (e.g. Home owners, Renters, New Home Owners, First-time homeowners):**

|  |
| --- |

**Politics (conservative, liberal, moderate, very liberal, very conservative):**

**Favorite Politicians:**

|  |
| --- |

**Education Level:**

|  |
| --- |

**Monthly Income:**

|  |
| --- |

**Workplace/industry:**

|  |
| --- |