
Client Avatar Worksheet

Get Crystal Clear On Who You Are Marketing To And Where To Find Them

Tim Ikels

2023-06-23

Client Avatar Worksheet

We want to develop a very clear, precise picture of our **ideal client** and audience.

In order to do so, we need to “get into their heads”, basically seeing and feeling their (daily) frustrations, **so that we can help them in the best possible ways.**

Let’s take a look at the following characteristics and data points, and answer the questions about our ideal client and our target market:

- Age, gender, relationship status, family size, pets, cars, location, ethnicity, level of education, employment situation, household income
- Hobbies and interests, books and blogs they read, podcasts they listen to, videos they watch, creators they follow
- Their lifestyle, attitude, outlook on life, risk tolerance, values, personality

These data points are very important in order to answer this central question:

How can we serve them?

With our competition in mind, we should ask ourselves:

How can we help them *better*?

Ideally: **How can we help them better than anyone else?**

Who Are We Marketing To?

When it comes to marketing online, it’s just too easy to get lost and distracted.

We do keyword research, we write and publish blog article after blog article, and we need a lot of patience in the process.

“Most people overestimate what they can do in 1 year and underestimate what they can do in 10 years”

- Bill Gates

Here’s a question that might be slightly more to the point:

Who Are We Actually Trying To Help?

Again, it’s easy to get lost and forget **who exactly** we are creating our content and solutions for.

At the same time it's of utmost importance to spend a lot of time thinking about this question in order to market our solutions successfully.

Here are a couple of questions we should answer about the people we're serving with our products and services.

This will help us tremendously with our "message to niche-market" match:

- How old are they?
- What's their gender?
- Relationship status? Family?
- Do they have pets?
- A car? Two cars?
- What's the age of the cars they own?
- Where do they live?
- What's their household income roughly?
- What's their level of education?
- How does their employment situation look like? What's their occupation? Job titles?

Next, we want to figure out their typical interests:

- What books do they read?
- What blogs do they read, what podcasts do they listen to?
- Who (else) do they follow online? How do they follow them? On which platform?
- What hobbies do they have?
- What's their lifestyle?
- What attitude do they have, what's their outlook on life?

Here's a very, very critical question that's worth thinking *a lot* about:

- What keeps them up at night, worrying, staring at the ceiling?
- What worries them, what's their **pain**, what's their **frustration**?
- What are they afraid of? What do they fear (the most)?

These questions can help us tremendously with our own product creation and marketing:

- What is their **single biggest issue** that we can solve?
- What are their **top 3 daily frustrations**?
- What's "holding them back"?
- What do they **secretly, privately desire** the most?
- What is their current situation, and what is their desired situation?

A Quick Exercise...

Here's an exercise that might help us with getting a much clear(er) picture.

Try to fill in the blanks of a statement your typical client would make:

“If I could just _____ then I could (finally) _____!”

More Important Questions

These questions are related to the market and our competition, and they can help us tremendously:

- Who else is selling something similar to them, and how?
- Has somebody else tried selling them something similar and if so: Why did it work/fail?
- What is it about your product or service that matters to the person?
- How does it solve a need, make them feel good, or ease a pain?
- How can we better their lives with our products and services?

Related questions to the important factor of timing:

- **When** are people - who fit this client avatar/profile - most likely to be influenced by our message?
- When do they really want to hear (more) about our products and services?

The “Who” Dictates The “Where”

Once we got very clear on **who exactly** we're trying to help, we'll be able to dig deeper into **where & how exactly we can reach them**:

- **What are the online platforms that they are hanging out at?**

For example: If your target market is on Facebook:

- **Which groups are they in**, what influencers and who else are they following?
- Which topics do they like?
- What else are they interested in?

On a more commercially-focused note:

- **What other products did they buy?**
- Do these products have dedicated Facebook groups that we could engage in? (Because our target audience is already there)

If our target market is on YouTube:

- What channels do they frequently watch?
- What influencers have they subscribed to?
- What ads do they frequently (have to) see?
- Where do they leave comments? What do they say? What are they frustrated with?

And if our target market uses Google or BING: (which is pretty much every market...)

- Which websites are they visiting (frequently)?
- **What are they searching for? (keywords / search terms)**
- Do they read specific blogs?
- What topics do they research online?
- **Are they researching products? If so: Which ones?**
- Are they asking questions on Quora or participate in conversations on Reddit?

In the context of utilizing product reviews for targeted traffic generation:

What products are they buying (frequently)?

I hope this worksheet helped you gain (a bit more) clarity on **who exactly** you're trying to help and serve with your recommendations and offers.

Stay awesome,

Tim