



Create Your Ideal Client Avatar

It all starts with understanding your ideal client.

Don't be like this!

By having a very clear idea of your perfect customer, you are creating a solid foundation for your Marketing Ecosystem.

Go ahead and create your ideal client avatar using the worksheet overleaf...

B2C Version

(Use this version if your ideal client is an individual Consumer)

Part A: Complete the worksheet below:

Nickname:

Name this person based on their attitude to your product, their predominant feature or some other characteristic that is going to make it easy for you to remember and distinguish this Avatar from any others you may have.

Name:

It is important you name your Avatar – either use the name of an existing client (first names work well to keep anonymity) or choose a name that would match someone of that profile.

Photo:

Add a photo here – can be an existing client who fits the profile, or simply find a stock photo image to represent someone of a similar age, gender, style etc.



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Age:

Income:

Lives:

Add location and type of housing/accommodation – think about who they would live with – alone, with friends, with family?

Works:

What do they do for a living?

Education:

What level of education do they have?

Does:

What do they do in their spare time?

Wants:

Name top 5 things they would have on their wish list – make it specific

Is worried about:

Name 5 things they are worried about – make it specific



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Big threat:

Name 3 threats to your ideal client's success that can be overcome by using your product or service

Big opportunity:

Name 3 opportunities that could open up for your ideal client when they use your product or service.

Interview

Think about 5 people who fit this profile you can interview to verify your assumptions



B2B Version

(Use this if your Ideal Client is a Business)

Part A: Complete the worksheet below as it relates to the PERSON within your ideal client organisation who will make the buying decision regarding your offer:

Nickname:

Name this person based on their attitude to your product, their position within the business and/or some other characteristic that is going to make it easy for you to remember and distinguish this Avatar from any others you may have.

Name:

It is important you name your Avatar – either use the name of an existing client (first names work well to keep anonymity) or choose a name that would match someone of that profile.

Photo:

Add a photo here – can be an existing client who fits the profile, or simply find a stock photo image to represent someone of a similar age, gender, style etc.

Age:

Income:

Lives:

Add location and type of housing/accommodation – think about who they would live with – alone, with friends, with family?



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Education:

What level of education do they have?

Title:

What role do they have in the organisation?

Does:

What are the core responsibilities of this person in the organisation?

Serves:

Who are their internal and external customers?

Wants:

Name the top 5 things this person wants to achieve within their role.

Is expected to:

What is the main business outcome this person is expected to fulfil?

Is worried about:

Name 5 things this person is worried about in relation to their role, their position, expectations of them, outcomes they need to achieve – make it specific

Big threat:

Name 3 threats to your ideal client's success that can be overcome by using your product or service

presented by



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