

Avatar Worksheet

Who is Your Customer?

For you to succeed in business you have to solve a very specific problem for a specific person.

In order to understand how your solution (products) are best marketed to your clients it is important to have a client avatar. Your client avatar is a detailed description of the person whose problem you can solve. An avatar is a single (usually fictitious) person representing all your potential clients.



Start with a basic description of your avatar and then expand the details to describe how they think, what they do, what they care about, feel etc

Getting clear about your avatar will help you move much more quickly through the business plan so spending a solid amount of time on this exercise will be time well spent.

Start with the sex of your ideal client:

Male or Female? _____

Once you know whether you are serving a man or a woman use the questions according to the sex of your avatar (female v. male). You only need to answer one set of questions.

For Female:

(skip this section if your ideal client is male)

What is her age?

What is her Hair Color?

What is her Skin Color?

What is her Ethnicity?

How tall is she?

What does she weigh?

What size clothes does she wear?

Does she exercise?

Does she feel good about her body?

Does she feel good about her diet?

What is her favorite beverage?

Does she drink alcohol?

If yes, what is her favorite cocktail?

What are her guilty pleasures? (Can be more than one)

Does she have a pet?

What kind of pet?

What does she own or rent her home?

What kind of home? (House, condo etc)

Does she vacation?

How often?

To where?

Does she dream about vacationing?

To where?

Where does she live?

Does she want to be near an ocean, dessert, lake, forest, city or some other landscape?

Does she prefer urban, suburban, rural?

Is that where she is living now?

If no, why not?

How old is she?

Is she married?

What does her sex life look like?

What is her favorite color?

What is her favorite piece of clothing?

What time does she wake up?

What time does she go to bed?

Does she have children?

If yes, how many?

If no, does she want children?

Does she eat out?

How often?

What is her favorite type of restaurant?

What is her favorite type of food?

What does she read?

Does she have friends?

How many?

What are her friendships like?

Who does she spend her time with?

Is her mother alive or dead?

Is her father alive or dead?

Does she have aging parents?

Does she care for her aging parents?

What does she do every day?

What does she wish she could spend more time doing?

What does she wish she could pay someone to do for her?

If she knew should would not fail what would she do?

What keeps her up at night?

When she wakes up what is the first thing she thinks of?

When she looks around her home does she love it?

Why or why not?

What is she afraid of?

Say more....

Why is she so afraid?

What are the things that cause her stress?

What are her biggest challenges?

Does she work?

What kind of work does she do? (or what did she used to do?)

Does she like it? (or did she like it)

How much money does she make?

How does she feel about that number?

How much money does her household make?

Does she laugh easily?

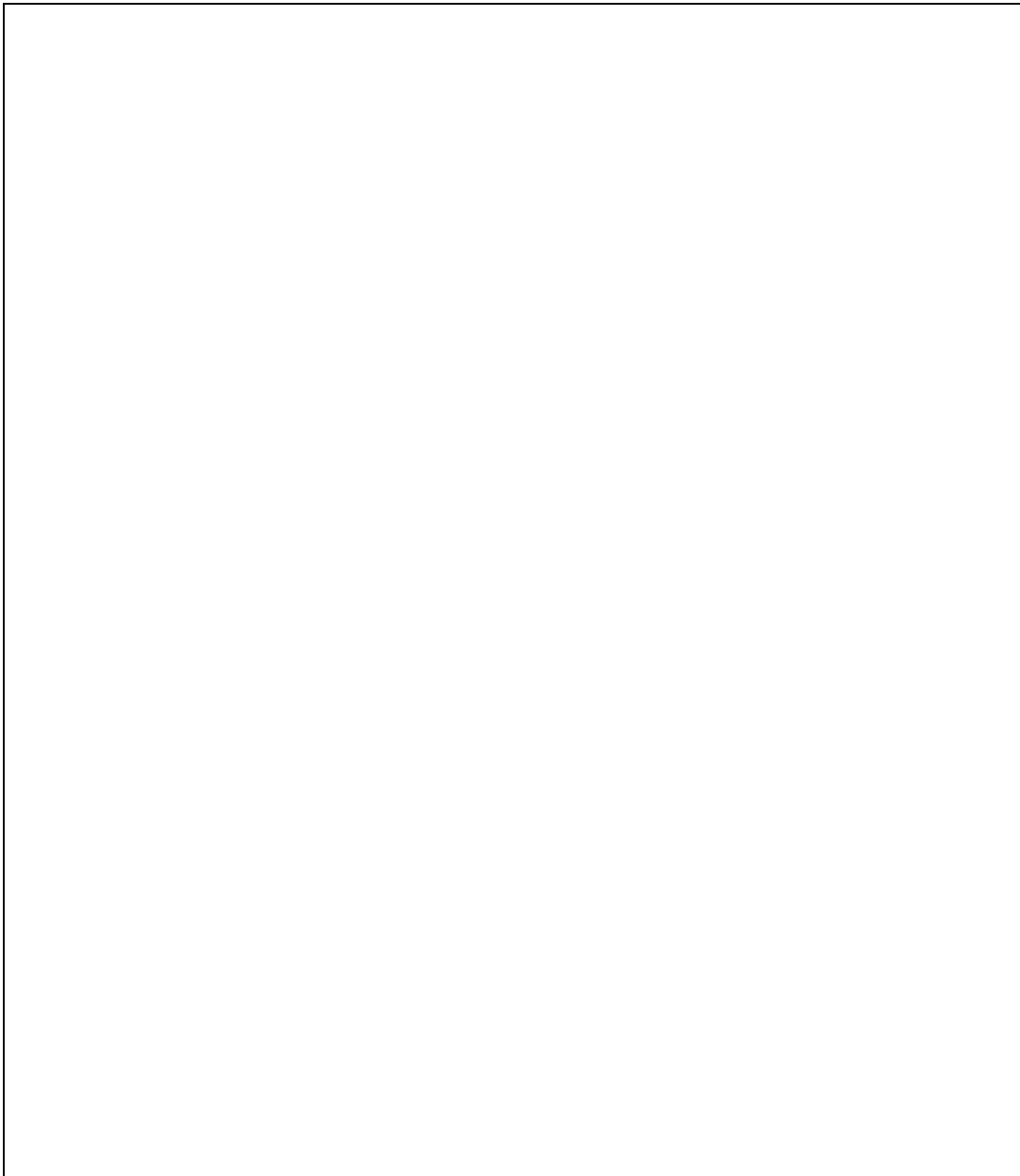
What does she do for fun?

What are her hobbies?

Now it is time to give her a name _____

Wahoooo!!! You've just completed the most important piece of this program –
Your Client Avatar!!!

Use the space below to draw a picture of your Avatar (if the spirit moves you 😊)



For Male:

(skip this section if your ideal client is female)

What is his age?

What is his Hair Color?

What is his Skin Color?

What is his Ethnicity?

How tall is he?

What does he weigh?

What size clothes does he wear?

Does he exercise?

Does he feel good about his body?

Does he feel good about his diet?

What is his favorite beverage?

Does he drink alcohol?

If yes, what is his favorite cocktail?

What are his guilty pleasures? (Can be more than one)

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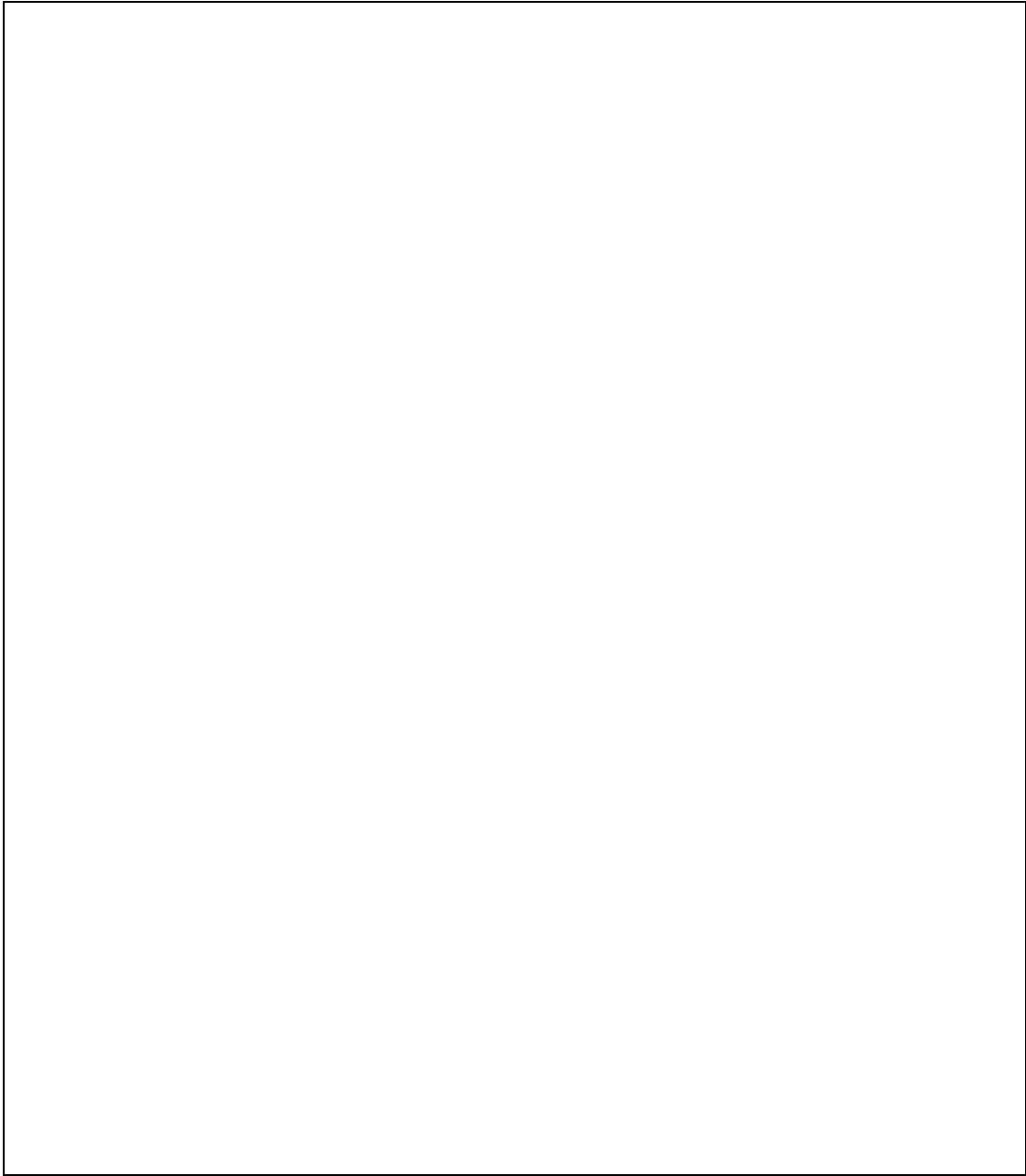
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What Do You Sell?

Service Based Business Worksheet

Help my product is me!

1. What is the service you provide?
2. How much do you charge per hour?
3. How many hours does a typical client need to work with you?
4. What does a typical client hire you to do?
5. Does this showcase your true talent? (if your answer is “no” you will definitely want to add a service clients purchase that does showcase your talent!)

If yes, this is your product! Now design a package with a fixed price around this product and that is what you sell. You will take answer 2 x answer 3 and that is the product price. Use answer 4 + 1 to describe your product. Create a catchy title for your product and you are done!

My Product is: _____

You can design additional products that relate to this core product or meet a second want/need of your client. You may need to test market , but offer no more than 3 products.

This can be as simple as a 3 pack and a 6 pack of what you do. (i.e. I’m a coach and in my early days I would offer discounts on the hourly rate if a client purchased 3 or

6 packs of one hour sessions. So in this case the price point differentiated my products. I also described the benefits a person could expect to receive when working with me 1 hour, 3 hours and 6 hours and of course the benefits for 6 hours were far greater than 1 hour.)

Additional products:

Product #2 _____

Product #3 _____

What Do You Sell?

Product Based Business Worksheet

I have more than three key products - Help!

If you have more than three key products you may be confusing your market. Call to mind your Avatar and ask these questions: (Don't forget to ask your guides for help if you need it!)

1. Does she want it?
(If the answer is "no," stop selling it)
2. Does she need it?
(If the answer is "no," stop selling it)
3. What problem does this solve for her?
(If this doesn't solve a clear problem she is having, don't sell it)
4. When she purchases this product how does she feel?
(If she doesn't feel positive don't sell it)
5. Is she confused why you are offering this product? (If yes, please take it off your website, out of your store, off your catalog now! Never confuse your ideal customer!!!)

The Difference between Offering Something and Selling it!

You may be freaking out right now if you are finding out you shouldn't be selling many of your products. This doesn't mean you can't continue to offer these products. (With one exception - if you answered "Yes" to question 5 you need to ditch that product now!!!)

For all other products that aren't ideal you just need to stop putting your marketing and sales efforts into selling these products. They can continue to hang out on your website or in your catalog (for now.)

The more focused you become and naturally see how that focus creates growth and success you will easily eliminate these products offerings but for now just stop putting your time and energy against selling them!

World Changer Worksheet

Answering Question #3 on the One Page Business Plan is not what will make you money, it will be the piece of information that keeps you going when you start to doubt yourself, your product or your service.

When that happens remember what Henry Ford said: A business that makes nothing but money is a poor business.

Understanding the answer to this question is the key to your health and your happiness and that is what drives abundance to your door!

Some questions to get you thinking...

Why do you do this?

Why does it matter?

What happens to your customer (use your Avatar) when they first receive your product or service?

What changes in the life of your client when they first receive your product and service?

What happens to your client over the next year or 10 years after they receive your product or service?

Does this affect their relationships?

Their bank account?

The way they treat other people?

The way they treat themselves?

Now go back and read this story and highlight the parts that make your heart glow.
This is how you change the world...
