MILLIONAIRE HU$TLERS

YOUR AVATAR



If you don't know who wants to buy what you are selling, then you can't sell anything!

The easiest way to market is to know exactly what you are selling and who you are selling it to. That 'who' will be your ideal customer, or what I call your avatar.

If you are new in business, you might still be figuring out who your ideal customer will be. If so, skip to the startups step. You will have to do some guessing on this document, or reaching out and talking to more people to gather the data you need to hone in on your avatar.

Answer the questions below to start getting clear.

LOOK BACK THROUGH YOUR CUSTOMER HISTORY:

Name the people or companies who:

- Were amazing to work with (you and your team loved them!)
- Could easily afford your products or services (paid on time and knew your value)
- Who would give you an amazing testimonial: (because they loved you!)

_____
_____
_____
_____

WHAT DO THEY ALL HAVE IN COMMON:

Are there any patterns you see with the type of people that are your ideal customer?

_____
_____
_____
_____

CHOOSE ONE IDEAL CUSTOMER:

Yes, only ONE! If you have different departments or offerings you can pick one avatar each) Decide on the one person that is your ideal client.

_____
_____
_____
_____

DEFINING YOUR AVATAR EVEN FURTHER:

Name them below:

_____
_____
_____
_____

What made them your ideal customer?

_____
_____
_____
_____

Did their demographic attribute to it? (like age, income, where they shopped)

_____
_____
_____
_____

Did their values as a person attribute to it?

_____
_____
_____
_____

If it was a company - what within their team made them your ideal customer?

_____
_____
_____
_____

Once you have chosen the ideal avatar (someone who you would be very excited to have as a customer and client) skip down to the bottom and fill out all of the relevant information!

STARTUPS:

If you are just starting and don't have a history of clients or customers yet, do this.

IDENTIFY WHO YOU THINK WILL BE YOUR AVATAR:

Guess your avatar demographics:

_____
_____
_____
_____

How old are they? (Example: Early 40's, thriving business high 6 figures-7 figures, less than 10 employees)

_____
_____
_____
_____

What other products do they buy? (Example: Real Estate, Investments, high value quality products)

_____
_____
_____
_____

What type of person are they? (Charismatic, educated, savvy professional who works a lot and knows their business, but not social marketing)

_____
_____
_____
_____

FINAL AVATAR:

What is the name of your avatar?

_____
_____
_____
_____

Describe them:

_____
_____
_____
_____

BONUS:

If you want to get a idea on how your avatar fits into your business - listen in to my interview with millionaire Carissa Reiniger here: http://eventualmillionaire.com/slap/