

7-DAY LEAD MAGNET & LIST BUILDING CHALLENGE

WITH LORI KENNEDY

DEFINE YOUR IDEAL CLIENT AVATAR
& DREAM CLIENT HOT SPOTS



IN THIS WORKSHEET YOU WILL:

- ✓ Learn the definition of a client avatar
- ✓ Define the demographics and psychographics of your WHO
- ✓ Write out a description of your WHO
- ✓ Make a list of marketing tactics to reach your ideal client

CLIENT AVATAR DEFINED:

It's a succinct and focused description of your ideal client that describes their demographics and psychographic details so you can identify what their pain is and create products and services to solve their problems.

ANSWER THE CLIENT DEMOGRAPHIC QUESTIONS:

Who is your ideal client or customer?

- a) Gender _____
- b) Age range _____
- c) Education Level _____
- d) Marital Status _____
- e) Children and if yes, how many and what ages _____

Where do they live?

- f) Country _____
- g) State/province _____
- h) Rural/Urban _____
- i) Family Setup – Joint/Nuclear/Single _____

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Where do they socialize?

j) Online _____

k) Offline _____

ANSWER THE CLIENT PSYCHOGRAPHIC QUESTIONS

What do they look like?

What are their biggest fears?

What problems/pains keep them up at night?

What do they need the most?

What makes them happy?

What do they value?

What will happen to them if they don't use your product/service?

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DESCRIBE YOUR WHO:

WHERE CAN YOU FIND YOUR WHO?
