

IDEAL CLIENT AVATAR

Think about your **Ideal Clients** (BYS Chapter 1).
List their qualities and personal characteristics below:

Think about your **Target Market** (BYS Chapter 2).
Summarize its demographics (gender, age, income, occupation, education, household size, and stage in the family life cycle), psychographics (similar attitudes, values, and lifestyles), etc.

Now, use all the information you summarized before and create an Avatar of your Ideal Client within your Target Market, i.e., whom you'd like to attract into your business. Be as specific as you can. Describe the person as if you were her or his best friend. You know her inside out, her fears, desires, preferences, tastes, etc.

Start by giving your Ideal Client Avatar a:

Name:

Gender:

Age:

Physical description:

Income level:

Education level:

Stage in the family life cycle:

Occupation:

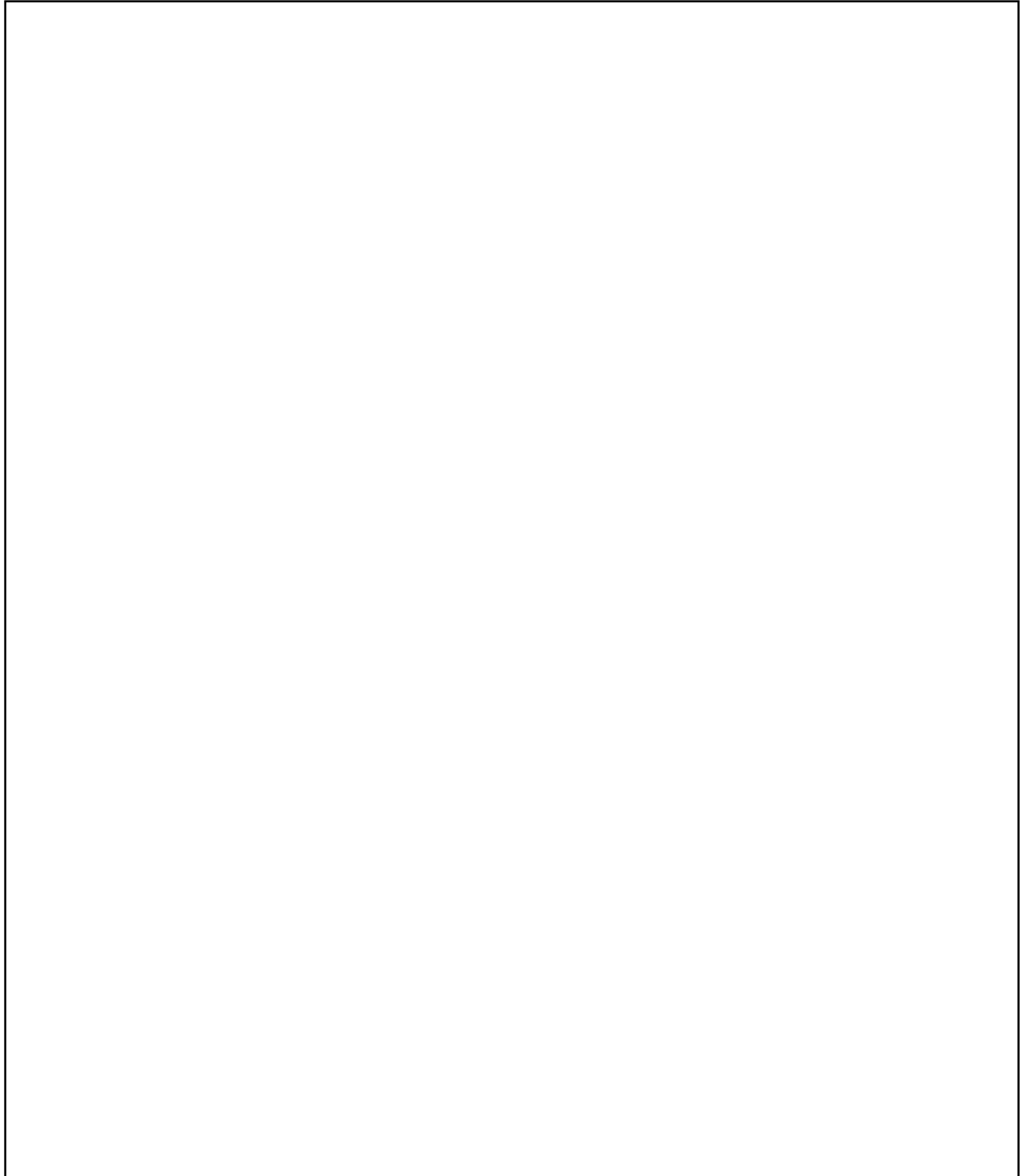
Household characteristics (single/married/divorced; children, pets, etc):

Core Beliefs and Values:

Favorite books, music, T.V. shows, movies:

Hobbies:

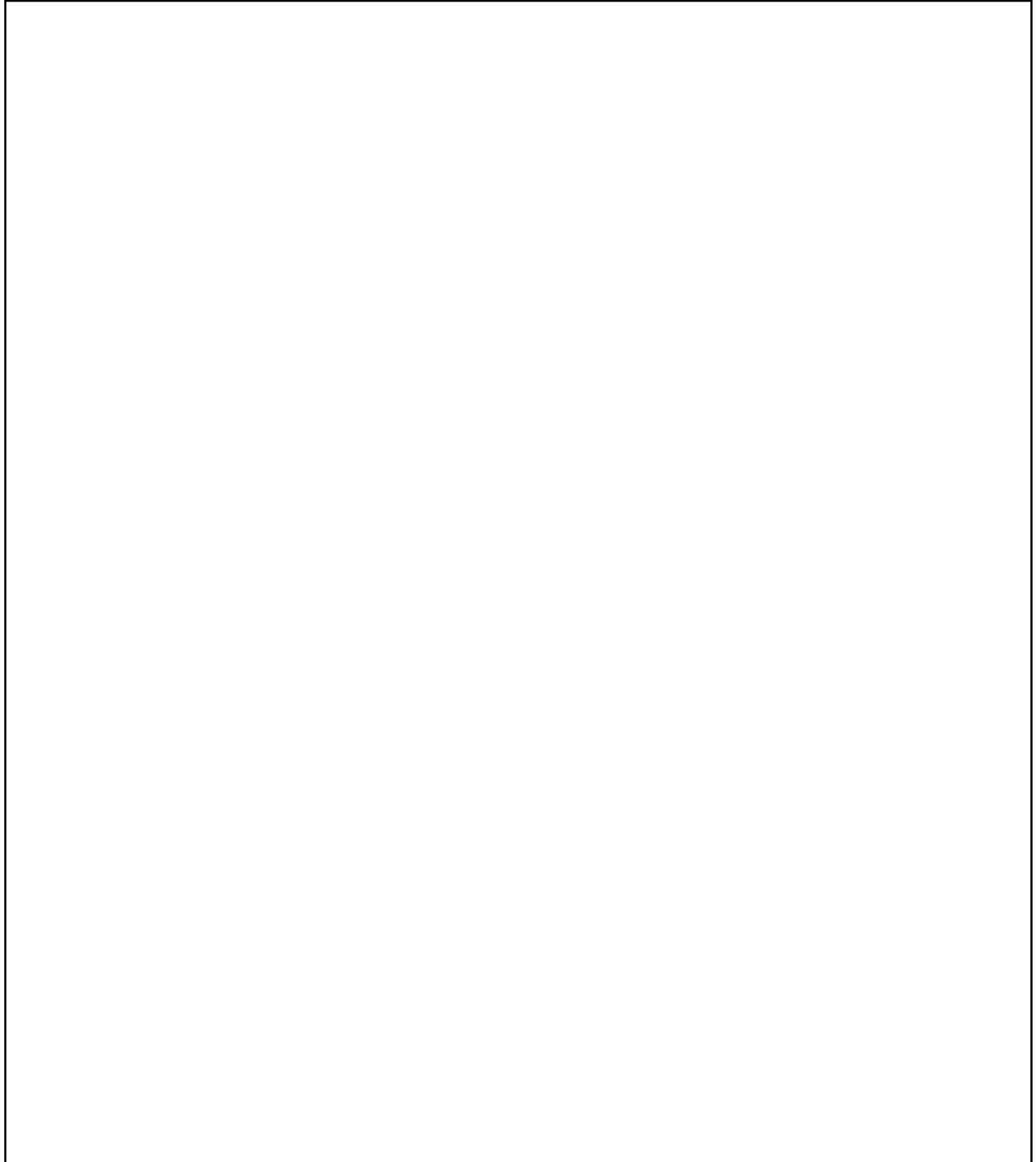
Now think about the needs and desires of Ideal Client Avatar (BYS chapter 2).

A large, empty rectangular box with a thin black border, intended for the user to write or draw their thoughts on the needs and desires of their Ideal Client Avatar.

Great!

You can even add a photo that represents your avatar.

NOW - You are ready to write the bio of your Ideal Client Avatar.



Keep this bio at hand. It can be priceless when you have to write your eZine, copy to your website, developing new programs and services, and so much more.