

Ideal Client Avatar

The basics

Make a list of everything you can possibly think of that describes your dream client: age, gender, hobbies, marital status, style, shopping preferences, personality, interests, music/movie/magazine/blog/color/food preferences, occupation, income, residence, etc. What are some adjectives that describe your ideal client?

Digging deeper

Let's take this even further. Make a list of what your dream client values. What moves her/him? What pisses her/him off? What excites her/him? Who is important to her/him? What are her/his life beliefs? What is she/he afraid of? What are her/his guilty pleasures? What does she/he daydream about? What challenges/fears does she/he have that you can help her/him with?!
