

ESBA

DEFINING YOUR AVATAR

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My number one takeaway from this video

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TRANSITIONING FROM THE GENERAL TO THE SPECIFIC

Understanding who you want to serve and what problem you can solve for them is only the beginning of the process to discovering your *who*. Most business owners get wrapped up in their *how*, that is - how they'll help people - but fail to understand that *how* is the last step and is subject to the latest changes in marketplace delivery systems.

Now that you know who you are helping, you want to niche down even further so that they become a real person to you. This helps you avoid generalizations and false assumptions and can therefore save you thousands of dollars in marketing and copywriting.

MEET YOUR AVATAR

In marketing, an ideal consumer type is often called an avatar. Large companies spend thousands of dollars identifying this person for their sales, marketing and online targeting. The avatar is an essential component of your *who* because they're the narrowing down of your general *who* to a very specific individual with specific characteristics.

Your avatar should represent an individual person. This may be someone you don't know but typically they're modeled on someone you know - that person might be you! Identifying the avatar and making them a real individual to you helps your marketing. One avatar for ESBA was an old college teammate of Jeremie's who had played semi-pro and tried to make a similar business model work. Knowing this individual so well and for so long made writing emails to 'Jeff' easy and seamless.

NARROW DOWN YOUR WHO

If you'll recall the previous analogy of identifying the proper bait for your fish, here is the time to narrow down your 'fish' choices. Fish is too broad a topic. The same is true for a generalize who population. Narrow your who down further. What are the characteristics of your avatar?

- | | |
|--|--|
| <input type="checkbox"/> Male _____ | <input type="checkbox"/> Race _____ |
| <input type="checkbox"/> Female _____ | <input type="checkbox"/> Religion _____ |
| <input type="checkbox"/> Rich _____ | <input type="checkbox"/> Nationality _____ |
| <input type="checkbox"/> Poor _____ | <input type="checkbox"/> Geography _____ |
| <input type="checkbox"/> Broke _____ | <input type="checkbox"/> Income level _____ |
| <input type="checkbox"/> Depressed _____ | <input type="checkbox"/> Health status _____ |
| <input type="checkbox"/> Happy _____ | <input type="checkbox"/> Personal history _____ |
| <input type="checkbox"/> Social class _____ | <input type="checkbox"/> Family history _____ |
| <input type="checkbox"/> Political beliefs _____ | <input type="checkbox"/> Family roles / influences _____ |
| <input type="checkbox"/> Family beliefs _____ | <input type="checkbox"/> Trauma / drama _____ |
| <input type="checkbox"/> Musical interests _____ | <input type="checkbox"/> Past hurts _____ |

CREATE YOUR AVATAR

When you walk in relationship with someone over a period of time, you don't keep repeating yourself to them and you remember what happened the last time you hung out. You share crazy stories, good memories and great conversations. You genuinely care about that person. You're not always trying to sell to them or dominate the conversation.

Your avatar as an individual

Name¹ _____

Age _____

Height and weight _____

Education level _____

Lifestyle (e.g., status and schedule)

Extracurricular interests (e.g., outdoors vs indoors, hiking vs reading)

¹ Naming your avatar may take a while. Come back to this if you don't have a name or a persona to assign them yet.

Vehicle _____

Zip code _____

House style _____

Personal appearance² _____

Fitness level _____

Personal interests _____

Religious interests / level of involvement _____

Political interests _____

Social interests _____

Social justice interests _____

Personality³ _____

Predominate emotional state⁴ _____

Your avatar as a family member

Family members _____

Marital status _____

☐ Marital state _____

☐ Spouse's job _____

☐ Spouse's income level _____

Kids

² Consider the amount of money spent as well if your avatar is female and big spending on personal self-care such as massages, nail salons and hair appointments vs a male who spends money on golf twice a week and an HOA that includes golf-course access. Or the opposite, which would be an avatar with no money.

³ Consider your own personality.

⁴ The emotional state of your avatar: depressed, happy, content, discontent, anxious, driven, etc.

☐ Kids activities _____

☐ Parenting style _____

Pets _____

Family relationships⁵ _____

☐ Parents _____

☐ Siblings⁶ _____

Avatar assets

Employment or entrepreneur / self-employed⁷

Income level

Mortgage

Debt status

Cash

Stocks and bonds

Land

Loans

Credit score

⁵ Document any cultural considerations here as well.

⁶ An often-overlooked component of an avatar is sibling order. The birth order is well-documented as having influence on personality, consideration of familial obligations and decision-making.

⁷ Don't forget to separate these out as the needs and concerns of the W2 vs the Schedule C are very different (more on this in the Tax download later).

Avatar habits

Spending habits

Hobbies

Family commitments (e.g., sports, academics)

Vacations

Religious practices

Health practices

Food habits (e.g, fast food vs organic)

Travel requirements

Avatar hang outs

Offline

- ☐ Neighborhood _____
- ☐ Stores _____
- ☐ Restaurants _____
- ☐ Social gatherings _____

Online

- ☐ Websites and blogs _____
- ☐ Online stores _____
- ☐ Social media _____

Entertainment

- ☐ TV shows _____
- ☐ Movies _____
- ☐ Magazines _____
- ☐ Books _____

Avatar pressure points

Greatest pain⁸ _____

⁸ The most important question as money is made in business is made in business by either helping your avatar avoid pain or gain pleasure.

Greatest desire / want / need

Financial

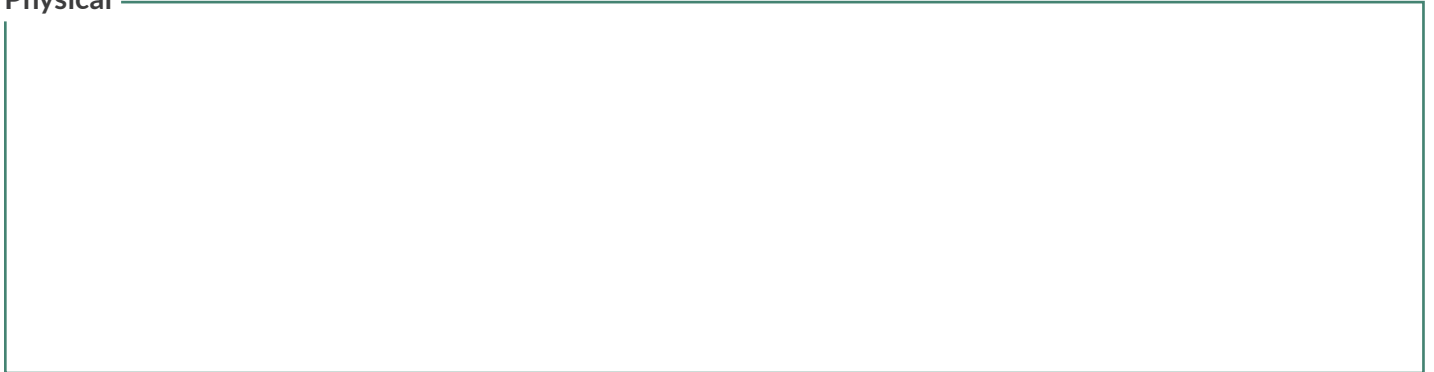
Emotional

Relational

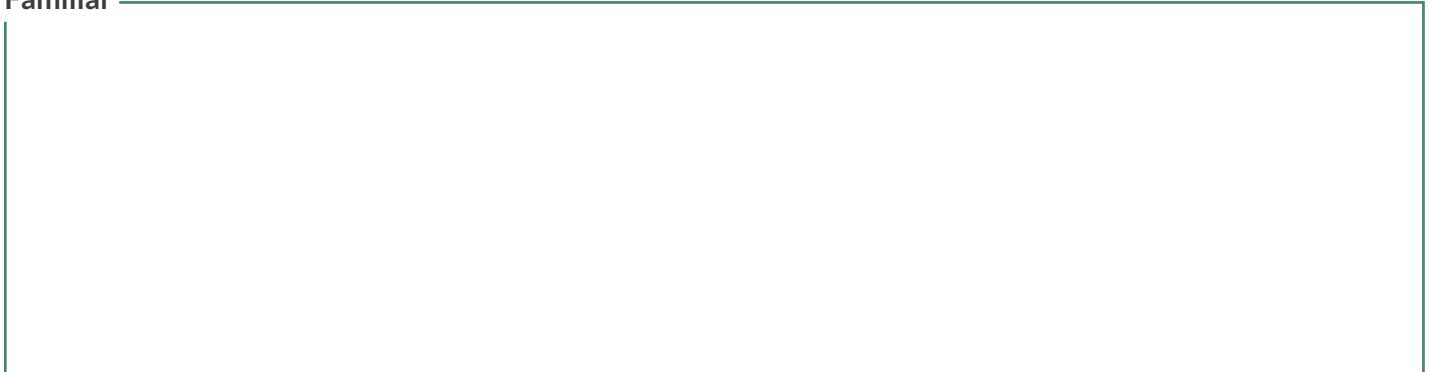
Spiritual




Physical



Familial



Self-belief



Psychology

If your avatar could pay any amount of money, what would they want you to fix for them? And could they pay you to fix it for them?

START TALKING TO YOUR AVATAR

How will you help your avatar with your unique skills and experiences? _____

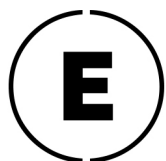
What can your avatar achieve with your help? _____

Do they believe they can achieve this goal? _____

What will you tell them about you and how you can help them to begin the relationship⁹ ? _____

Once you have their attention, how will begin establishing relationship? _____

⁹ Define yourself and what you do in one phrase if possible and tell them how you'll help them. For examples of this in action, check out [this guy](#) and [this guy](#).



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