

Your Customer Avatar

One of the biggest challenges business owners face is consistently attracting enough paying customers/clients to their business, minus the stress & overwhelm of “will I be able to pay this bills this month”

In my experience there is ONE simple reason, they don't know who their ideal customer/client is.

As a result, they go to market targeting everyone.

Often leaving their personal & online marketing strategy confusing & instead of driving traffic to their website, social platforms or generating sales calls they are left with a no-one.

Leaving them feeling disheartened & questioning if they can in fact create the business & lifestyle of their dreams.

In the follow activity you will discover exactly WHO your ideal customer/client is which will bring you confidence in WHO you're trying to attract & have a greater success in generating a return on your investment (either time or money).

Who are they? I don't just mean they are male/female or both. But in the below box write down everything you know about your ideal customer/client.

(For example; Their sex; Their job; Their income; The industry they work in; Their hobbies; Their interests; Their favourite foods; How they like to spend their spare time; What they invest their money in)

What are their biggest pains/frustrations?

Putting your ideal customer/client hat on, in the box below describe what is keeping this person awake at night.

Is it that they have a special occasion coming up & they can't find that perfect outfit to wear?

Is it that they are entering 'middle age' & they want to start investing in a skin care range that is suited to their skin, provides anti-aging solutions but they don't like or trust what's on the market?

Perhaps it's that they feel out of shape/overweight or they're wanting to start their own business but don't know where to start or the exact steps they need to take or how to market themselves in a highly competitive industry

The more you understand what your ideal customer/clients' biggest frustrations are the easier it will be to "talk" to them via your chosen method of marketing.

What is your ideal customer/clients' worst nightmares?

As your ideal client lies in bed awake at night, what is the worst-case scenario running through their head?

What are their biggest fears? If they don't find the solution they are looking for, what are the most drastic situations they may find themselves in?

Desires & Solutions:

Putting your ideal customer/client had on again, what are the short-term gains that they will achieve from investing in your product/service?

How will it make them **feel** from an emotional point of view?

Keeping your ideal customer/client hat on, what is your ideal customer/clients LONG TERM solution

If they invested in your product or service, what would their life changing outcome be?

Finally, would you be prepared to invest in your product/service & based on the impact/change it can have on your ideal/customer or client, would you pay the amount that you're selling your product/service for?