



Sales & Marketing Strategies for Entrepreneurs

IDEAL CUSTOMER AVATAR WORKBOOK

Get to Know Your Clients Better Than You Know Yourself

Avatar Behaviors



Prior Purchases	
Experts Followed	
Facebook Groups	
Fave Movies & TV Shows	
Hobbies	
Fave Books & Periodicals	

Avatar Analysis



Wants /
Desires

Emotions /
Feelings

Beliefs

Avatar Pain Points

Pain Point 1	
Pain Point 2	
Pain Point 3	
Pain Point 4	
Pain Point 5	



Describe The Primary Benefits.

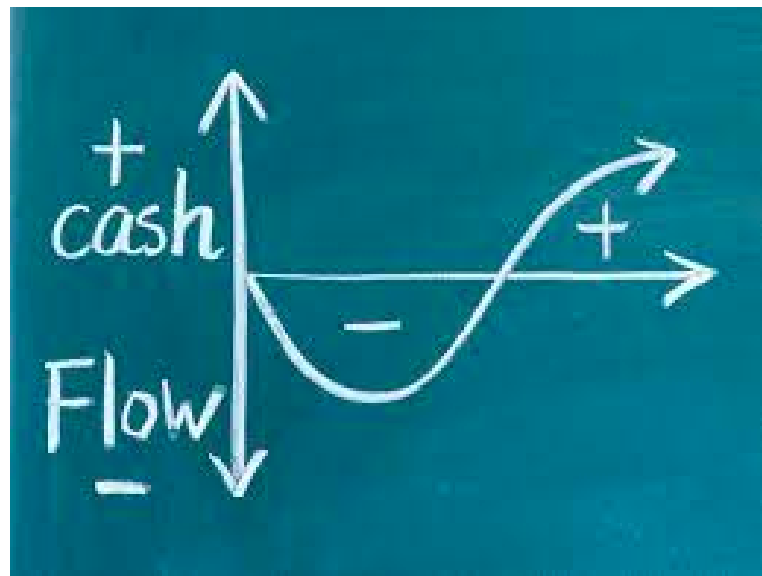
Imagine the client is your greatest success story. How did they benefit from collaborating with you? What changes did they experience in their life as a result of these gains?


Describe The Secondary Benefits.

What other outcomes occurred as a result of our collaboration? Follow the chain of events to explore the secondary benefits of working with you.

Client

Before and After Your Product/Service



	Before	After
Have		
Experience		
Feel		
Profit Status		

What To Do Next

Getting crystal clear on who your ideal customer is and how you are going to change their life is the foundation of your business. It will save you a ton of money and energy by keeping you from marketing to everyone or marketing to the wrong people. This worksheet is not a one-and-done. It should be a working document that you adjust periodically as you gain new insight into your business. Use it to optimize your messaging, marketing and sales strategies.

Still Feeling Lost or Overwhelmed?



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