

WHO IS YOUR IDEAL CLIENT?



Weekly DIY Program
Customer Avatar

AVATAR NAME:

Demographic/ Interests	Key Purchase Drivers
What is the age range of your target audience?	What is the problem you are trying to solve for your target audience?
Does your Target audience have children?	What is the benefits your target audience will gain from your services?
What is the average yearly revenue of your target audience	What does your business do to be set apart from the competition?
What are some similar interests you can find between you and your target audience	What kind of Quality Guarantee can you offer your target audience?

YOUR CLIENTS OBJECTIONS

Frustrations	Put yourself in your customers shoes. What is the main frustrations they encounter when working with trades in your service?
Fears	Again put yourself in your customers shoes. What is the fears that will go threw your clients head when making a purchase decision about your service?

YOUR CLIENTS GOALS

Wants	What is your client trying to achieve when they call you for your services? What does your client want and expect from your business?
Aspirations	What is your clients end goal when they call you for your services? If you could provide your client with their dream result what would that be? How is your client trying to better their living situation or status with your services?

BEFORE AND AFTER STATE

Before Your Services	After Your Services
What does your customer have	What does your customer have
How does this make them feel	How does this make them feel
What does an average day look like	What does an average day look like
What is their status	What is their status

