

DEFINING YOUR AVATAR

1. What gender is my ideal client?
2. What age bracket are they typically?
3. What kind of income do they have?
4. What are their goals and aspirations?
5. Who are their heroes?
6. Who are their enemies?
7. Who do they want to please?
8. Who are they responsible for?
9. Who might they let down or fail?
10. Who is letting them down?
11. How are they being underserved by others?
12. What industries are currently failing them?
13. What do they love?
14. What do they hate?
15. What do they do for fun?
16. How do they spend their spare time?
17. Where do they hang out? (Online and offline)
18. What TV shows, movies, magazines, books, publications, websites, content do they consume?
19. What do they spend their money on and where?
20. What are their values?
21. What are their beliefs?
22. What are their blind spots?
23. Where are they stuck?
24. What is stopping them from finding a solution?
25. What clubs / organizations are they a member of?
26. What kind of routine do they have during their day?
27. What are their greatest fears and frustrations?
28. What problems do they struggle with?
29. What is causing them the most pain in their lives?
30. What keeps them awake at night / stresses them out?
31. What do they care about the most?
32. What do they really want?
33. What do they think about the most?