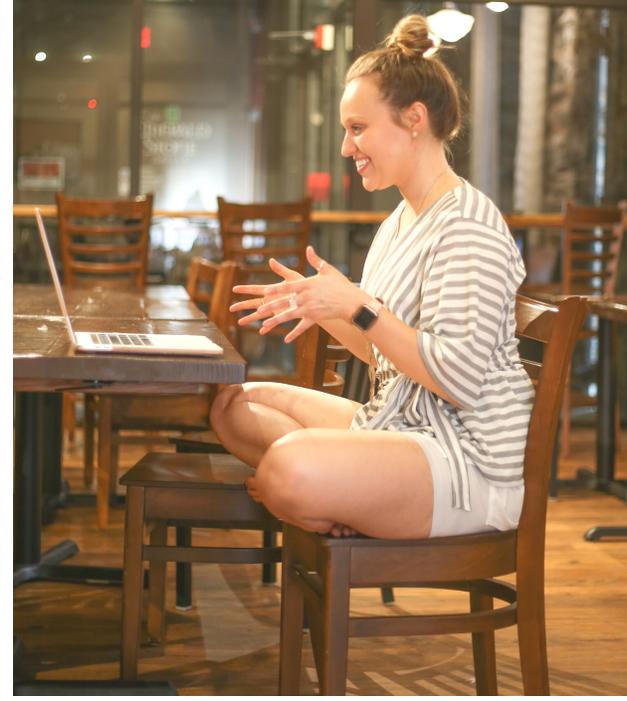


**If you're trying to talk to  
EVERYONE.  
You're really talking to  
NO ONE.**



**It's time to make a new best friend.**

**A sole mate. Someone who you know EXACTLY what they need, what they dream about, and how to be a solution to one of their problems.**

**How will this help me?**

**Understanding WHO your avatar  
is will help you speak  
authentically directly to them  
on your social media accounts.**



**They will look at you  
as a mentor, rather  
than a sales  
representative.**

**Be their solution to a  
problem they cannot solve  
by themselves.**



**That ONE avatar will turn  
into a community of  
like-minded followers.**



**More ideal followers = More clients to connect with  
Serving a community of your ideal clients = more consistent money**

# What is an Avatar?

An avatar is a fictional "character" help you clearly understand who your ideal customer is and the best practices your business should take to serve them. Creating an Avatar will help you figure out important decisions and help you remember, who exactly you're talking to. You can have one to two avatars based off of your business model.



Answer the questions  
below to meet your  
ideal client avatar.  
Remember...

**THIS SHOULD BE FUN!**

You started your business for a reason, for a person, based off of a passion. Ensure your passion is met by the right client.

# QUESTIONS:

1. How old is your avatar?
2. Are they male or female?
3. Do they have kids? If so, how many?
4. Martial status? Married? Divorced?  
Single? Dating? etc...
5. Do they have a job? If so, what?
6. What is their income?
7. What are their hobbies?
8. What is their deepest fear?

# ANSWERS:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_  
\_\_\_\_\_
8. \_\_\_\_\_  
\_\_\_\_\_

# QUESTIONS:

9. What is their greatest joy?

10. What do they value most?

11. What riles them up?

12. What calms them down?

13. Are they an introvert or extravert?

14. What is their biggest frustration?

15. Where do they shop for clothes?

16. What are their favorite brands?

Not limited to clothing.

# ANSWERS:

9. \_\_\_\_\_

10. \_\_\_\_\_

11. \_\_\_\_\_

12. \_\_\_\_\_

13. \_\_\_\_\_

14. \_\_\_\_\_

15. \_\_\_\_\_

16. \_\_\_\_\_

\_\_\_\_\_

# QUESTIONS:

17. Do they watch TV? If so, what are their top three favorite shows?

18. What do they choose to read?  
Do not limit this to just books.

19. What was their last google search?

20. What is their favorite social media platform to scroll?

21. Who do they idolize?

22. What are their world views?

# ANSWERS:

17. \_\_\_\_\_  
\_\_\_\_\_

18. \_\_\_\_\_  
\_\_\_\_\_

19. \_\_\_\_\_

20. \_\_\_\_\_

21. \_\_\_\_\_

22. \_\_\_\_\_  
\_\_\_\_\_

# QUESTIONS:

23. What is your Avatar's perfect day?

24. What is their experience in your field of service?

25. what is your avatar's name?

Yup, you gotta name them!

# ANSWERS:

23. \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

24. \_\_\_\_\_

\_\_\_\_\_

25. \_\_\_\_\_

## MEET YOUR IDEAL CLIENT!



**Now, get out there and serve your ideal client!**

**Not sure how to  
apply this  
information on  
your social media  
platforms?**



**I can help!**  
**Knowledge without  
action is wasteful.**

Contact me at  
[sherriarthur0@gmail.com](mailto:sherriarthur0@gmail.com)  
to learn how to instantly  
get your business in front  
of your ideal client,  
**TODAY!**