



Things they buy (clothing brands, food/drink, health/beauty, business, home/garden, household products, kid products, pet food, sports, subscriptions):

Normal Stuff and Tools

Types of apps they use the most (Games, social networking, finance/banking, productivity, travel, transportation, education, shopping, sports, etc):

How To.

Home Ownership (e.g. Home owners, Renters, New Home Owners, First-time homeowners):

Home owners, Renters

Politics (conservative, liberal, moderate, very liberal, very conservative):

Favorite Politicians:

little of Every

Education Level:

Not much or High

Monthly Income:

Lower scale

Workplace/industry:

All over. Change jobs often



Craft, Self Help

6. What influencers do they follow?

People that have life by the nuts

7. What events do they attend?

Guns & Knife shows, Craft Fairs

8. What groups do they belong to?

People of Faith.

9. What special occasions do they celebrate?

Normally, Quiet desperation

10. What's their emergency?

Tired of not being fulfilled

11. Where do they hang out?

Behind a beer or TV

12. What do they do on a free weekend?

~~Shopping~~ Moping

Parental Status (e.g. All parents, parents with preschoolers, parents with early school-aged children, parents with preteens, parents with teenagers, parents with toddlers, parents with adult children, new parents, non-parents):

All of above



14. What does your perfect client complain about when they're with their friends or family (i.e. "not enough money," "not enough time," "don't know how to do something," etc)?

Work/life sucks but putting on a face.

## Targeting:

Answer any of the following questions that you feel might help you zero in on the people MOST LIKELY to buy. Inside of the targeting portion of our avatar we do not need to capture everyone that we will be marketing to, but we want to do our best to ensure that the people we are marketing to are only the people who are likely to work with us.

1. How Old are they?

19-25 or/and 50-60

2. What Gender are they?

80% Mostly male, some female 20%

3. Where do they live?

Any where in Country.

4. What tv shows do they watch?

Craft, Full Frontal

5. What books do they read?



9. What is their most urgent, pressing crisis they have to have solved right away (the real pain they're facing, the thing they need fixed immediately)?

Find the Key that fits the Lock.

10. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don't want to do? people? circumstances? chores?)?

Putting time in at work.  
looked for the perfect fit and can't find it.  
Still looking.

11. What does your perfect client want more than anything else?

Fulfillment.

12. Explain what you would do if you were in their situation - high level steps. (Share 'what' you would do, not 'how' to do it.):

Ideas Planted. Searching. Love Building  
Stuff.

13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?

Going up. Settling for less than.





**4. What frustrates your most ideal client the most?**

(Describe it in rich detail. Financial. Emotional. Pain.)

Going to work and not loving it.

**5. What are THE four to five steps for them to achieve success and get results?**

Find the desire to have the perfect career. Find education.  
~~Then~~ Learn and Grow. Create career.

**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

Not knowing what to do in life.

**7. What humiliates your perfect client (an event or occurrence they are trying to avoid)?**

Work is not the fit

**8. What is the cost of staying where they are right now? How bad can things become if they don't fix it?**

Misery. Boring life. Financial Failure.



Emerson  
Rosenberg

Merrell Institute

## Avatar & Niche Worksheet

Client Name:

Date:

This worksheet will require some contemplation, but it will set you up so that everything you do, say, and write will speak *directly* to your most ideal customers or clients. You cannot charge premium prices while pleasing the "masses," and if you're not charging premium prices you simply won't be able to afford to advertise to all of the people who have no interest in your product. You must zero in on your avatar's deep problems.

### Messaging

Preston!

1. The biggest result I can help a business or person achieve is?

Love of helping people by creating footwear  
and building something to give people the  
relief they need.

2. Describe the favorite client you've ever had that you want more of...

Self confident but open.  
No issin attitude.

3. What's the biggest problem your most ideal client has?

(Describe it in rich detail. Financial. Emotional. Pain.)

Dissatisfaction of where they are in life.



Things they buy (clothing brands, food/drink, health/beauty, business, home/garden, household products, kid products, pet food, sports, subscriptions):

Shoes, shoes, shoes.

Types of apps they use the most (Games, social networking, finance/banking, productivity, travel, transportation, education, shopping, sports, etc):

Shoes, helps with pain, Google Practitioners

Home Ownership (e.g. Home owners, Renters, New Home Owners, First-time homeowners):

Home owners

Politics (conservative, liberal, moderate, very liberal, very conservative):  
Favorite Politicians:

Conservative

Education Level:

Middle

Monthly Income:

~~5K+~~ 5K+

Workplace/industry:

Something on feet, Use mind to search for  
answer.



Wish Natural Healing, Post Pain Help

6. What influencers do they follow?

Doctors?, Neighbors

7. What events do they attend?

Shoe/Orth. Conventions, church, store, Birthday

8. What groups do they belong to?

Church Groups, Professional groups,

9. What special occasions do they celebrate?

Birthdays, Regular Family stuff

10. What's their emergency?

Help with my pain!

11. Where do they hang out?

Active lifestyle or work

12. What do they do on a free weekend?

Something active, yard work

Parental Status (e.g. All parents, parents with preschoolers, parents with early school-aged children, parents with preteens, parents with teenagers, parents with toddlers, parents with adult children, new parents, non-parents):

Parents with toddlers / Adult Children



14. What does your perfect client complain about when they're with their friends or family (i.e. "not enough money," "not enough time," "don't know how to do something," etc)?

Cuck my feet hurt, I can't do

## Targeting

Answer any of the following questions that you feel might help you zero in on the people MOST LIKELY to buy, inside of the targeting portion of our avatar we do not need to capture everyone that we will be marketing to, but we want to do our best to ensure that the people we are marketing to are only the people who are likely to work with us.

1. How Old are they?

35-50

2. What Gender are they?

N/A

3. Where do they live?

Eastern UT, Wasatch Front, Country.

4. What tv shows do they watch?

Why do my feet hurt?

5. What books do they read?



9. What is their most urgent, pressing crisis they have to have solved right away (the real pain they're facing, the thing they need fixed immediately)?

Pain is a big deal, it limits them.

10. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don't want to do? people? circumstances? chores?)?

What they want to do. Limited.  
Pain in the morning.  
They are broken.

11. What does your perfect client want more than anything else?

Life back.

12. Explain what you would do if you were in their situation - high level steps. (Share 'what' you would do, not 'how' to do it.):

Search for more knowledge. Then Act accordingly.

13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?

Frozen, don't know what to do. Search and you will find.

**4. What frustrates your most ideal client the most?**

(Describe it in rich detail. Financial. Emotional. Pain.)

NO answers to their pain, because of working conditions.

**5. What are THE four to five steps for them to achieve success and get results?**

Identify problem, search for people who know stuff,  
Follow their directions, Pay the money, work the plan

**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

Pain been there for years, who can help me with this?

**7. What humiliates your perfect client (an event or occurrence they are trying to avoid)?**

Can't do and go to where and what they want,  
letting down family and people Alex are with.

**8. What is the cost of staying where they are right now? How bad can things become if they don't fix it?**

Frustration and lack of potential.  
House bound or surgery.



# Avatar & Niche Worksheet

Client Name:

Date:

This worksheet will require some contemplation, but it will set you up so that everything you do, say, and write will speak *directly* to your most ideal customers or clients. You cannot charge premium prices while pleasing the "masses." and if you're not charging premium prices you simply won't be able to afford to advertise to all of the people who have no interest in your product. You must zero in on your avatar's deep problems.

## Messaging

1. The biggest result I can help a business or person achieve is?

People to change their self image from broken to fully functioning.

2. Describe the favorite client you've ever had that you want more of...

Someone with significant heart pain, willing to do whatever it takes, been to other practitioners and failed, 35-50, middle education/intelligence, financially comfortable.

3. What's the biggest problem your most ideal client has?

(Describe it in rich detail. Financial. Emotional. Pain.)

Heart Pain