Avatar & Niche Worksheet

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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?**

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| --- |
| Achieve their potential with their business. Help them realize theres always room to grow and imporove. |

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

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| --- |
| My favorite client is a bride I reacently took pictures for. She was happy, positive and greatful. She had an awesome personality and loved being my model for the day. She made the shoot so much fun!! |

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

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

|  |
| --- |
| Financial, not enough time. |

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

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

|  |
| --- |
| Financial, not having enough money to do fun stuff. |

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

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| --- |
| 1. Prioritize their day 2. Save/budget money 3. Be positive/patient 4. Stay happy 5. Set goals that are achievable |

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

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| --- |
| Worrying about kids, job, finances, finding a house. |

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

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| --- |
| Kids throwing a fit in public and making a scene. Screaming in the grocery store cause she wont buy him a toy. |

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

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| --- |
| Things can get more stressful, nothing will improve. They wont have money for emergencies, extra items and anything else they may need. |

**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)?**

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| --- |
| Their financial situation in order to buy a house.  How to handle stress. Stay calm for the kids. |

**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?)?**

|  |
| --- |
| Doing things she doesn’t want to do, when she gives gives gives, and gets nothing in return. |

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

|  |
| --- |
| Happiness |

**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.):**

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| --- |
| I would learn how to budget. Finances can be a huge stress on an individual and/on a marriage. We live in a time that if you cannot budget, your in trouble. |

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

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| --- |
| Underestimating the importance of balancing her time and money. |

**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)?**

|  |
| --- |
| Not habing enough time in the day to get what they want done. Wishing she had more money, her own house. |

# 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?**

|  |
| --- |
| **20** |

1. **What Gender are they?**

|  |
| --- |
| **female** |

1. **Where do they live?**

|  |
| --- |
| **Vernal UT** |

1. **What tv shows do they watch?**

|  |
| --- |
| **The bachelor, Vampire Diaries, rules of engagment, friends, the office** |

1. **What books do they read?**

|  |
| --- |
| **Romance** |
| **Fiction** |

1. **What influencers do they follow?**

|  |
| --- |
| **The prophet** |
|  |

1. **What events do they attend?**

|  |
| --- |
| **Weddings, concerts, birthdays, and graduations.** |

1. **What groups do they belong to?**

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| --- |
| **College?** |

1. **What special occasions do they celebrate?**

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| --- |
| **Anniversary’s, birthdays** |

1. **What’s their emergency?**

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| --- |
| **Planning a wedding** |

1. **Where do they hang out?**

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| --- |
| **College, their families houses, boyfriends houses.** |

1. **What do they do on a free weekend?**

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| --- |
| **Homework, institute and date nights.** |

**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):**

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| --- |
|  |

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

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| --- |
| **Tj maxx clothes, shoes,** |

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

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| --- |
| **Facebook, instagram, snapchat, pinterest.** |

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

|  |
| --- |
| **renters** |

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

**Favorite Politicians:**

|  |
| --- |
| **Very consertive** |

**Education Level:**

|  |
| --- |
| **High school diploma/ college in progress** |

**Monthly Income:**

|  |
| --- |
| **2000** |

**Workplace/industry:**

|  |
| --- |
| **School and temporary summer jobs** |