



# INSTA *growth* ACCELERATOR

## MODULE 1

### IDEAL CLIENT AVATAR & CLIENT TRANSFORMATION



## IDEAL CLIENT AVATAR

Before we dive in to understanding who your ideal clients are and how you're going to create content they love, let's understand what type of content you enjoy and why. This is going to spark some ideas for you as you go through.

**Which top 10 people do you enjoy following?**

**How did you find them?**



**What was it about their profiles that attracted you to follow?**

**Do you feel they relate to you in any way? If so, how?**



**What do they share that you enjoy consuming?**



## AVATAR PROFILE

Next, let's move on to understanding how you're going to start serving your ideal client and creating content that really speaks to them.

You need to have a very specific avatar and audience in mind and understand who they are before and after the transformation you can provide.

**Name:**

**Gender/Age:**

**Occupation:**



**Level of Education:**

**Income:**

**Marital Status/Kids:**

**Location:**



## Daily Routine:

## Needs:



## Environment:

## Values:





## **Passions:**

## **Motivations:**



### **Aspirations:**

### **Hobbies:**



**Interests:**

**Entertainment:**



### **Spending Habits:**

### **Admirations:**



**Follow:**

**Favorite Brands:**



**What influencers, Instagram pages, celebrities or companies do your ideal clients look up to or enjoy following? Name 20.**

**What 20-30 hashtags might your ideal clients be looking at or following?**



## ISSUES AT HOME

### Main Challenges:

### Pain Points:



## ISSUES AT WORK

### Main Challenges:

### Pain Points:





## Reflection:

What 3 things would all of your ideal clients have in common?



## **RELATING TO YOUR IDEAL CLIENT**

**How do you relate to your ideal client?**

**Do you have a personal story that explains how you went from where they are, or what they're struggling with to experiencing the transformation that they desire?**



Think about your story in terms of what you used to struggle with, how you identified that you had to make a change, what steps you took to change things, and how things are different for you now.

**Write your story below:**



## REFRAMING YOUR VALUE

Consider 5 of your strongest competitors. Name them below, along with their niche and value.

### **Competitor:**

i.e. Marie Forleo's B-School

**Niche:**

B School is targeting early stage or struggling entrepreneurs how to boost their business through teaching online marketing techniques.



## **Value:**

Marie takes people with a dream and helps them start turning it into a real business reality - her marketing is approachable and not off putting for early stagers.

## **What content gets the most engagement?**



**What does their audience seem to want the most?**

**What sets you apart and makes you different?**



## CLIENT TRANSFORMATION

We can think about a Client Transformation in terms of taking them from A to B.

A = Where they are now, struggling with their pain points, open to move to B.

B = Where they'll be after they've worked with you/your product.

**What are 3-5 common things your ideal clients say when they're ready to begin working with you or buying your product?**





**What are the main mindsets or beliefs your ideal clients share when they're ready?**

**How would your ideal client describe the transformation she received from working with you/your product?**



**How will your ideal client feel when they've experienced this transformation?**

**What new mindsets or beliefs will your ideal client have about themselves and the world around them?**



**List 5-10 questions or concerns that your ideal client will have before they decide to take the leap from A to B:**

**List 5-10 accomplishments or milestones that your ideal client will reach during her transformation journey with you/your product?**



## **YOUR CLIENT TRANSFORMATION SUMMARY**

**When my client discovers me, she is feeling... [PAIN POINTS]**

**After interacting with me/my brand, she starts to think and feel... [HOPE/INTENT]**



**She decides to work with/buy my product because she wants...  
[TRANSFORMATION]**



## Summary

**The problem I help to solve through my business is:**

**The desires I help people fulfil are:**



**I want to be known as the go-to gal/business for:**



## MY IDEAL CLIENT IS

**Someone who wants to:**

**Someone who needs:**





**Someone who is looking for:**

**Someone whose goal is to:**



**I want to be known as the subject matter expert in:**

**Your Niche Statement:**

I.E. Hey, I'm/we are [NAME] and I/we help [WHO] go from [A] to [B].