Audience Avatar Worksheet

Client Name:

Date:

The audience avatar is one of the most influential and useful tools in all of marketing, but it should also help guide your product development and improvement efforts. We will use this worksheet to take a deep dive into exactly who our target audience is and how we can best help them.

This worksheet will take some thought, and will never quite be finished. This will be a living document that you will use for years to come. This will enable your business to reach the people who need your help and change the way they think about their problems and about your solution. Used properly, this will make customers feel like you are reading their minds in the ads and content that you produce.

Remember: You don’t need a broad target audience, **you need a well-defined target audience.**

This is the most important step in being able to charge whatever you want and still attract business.

# Messaging

**1. The biggest result I can help my client/customer achieve is:**

| Reduce stress.  Relieve Pain.  Self-care.  Melt away pain and anxiety so that they live happy, healthy, and ready to be a light.  Emotionally escape stresses from school or work. |
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**2. Describe the best client you’ve ever had/your ideal client if you are just starting**

(What made them pleasant to work with? What made them the perfect fit for your service? What made them get good results? etc)

| Respectful. They show up to their appointments on-time and would never ghost.  They consistently come so that we can see issues resolve rather than just trying to come in once or twice a year and.  They leave tips.  Punctual. |
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**3. What’s the biggest problem your ideal client has?**

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

| They are experiencing pain that keeps them from doing the activities that they love (range of motion reduced, joints/mobility, ect), they can’t sleep at night which in turn leads to ever compounding problems (emotional and physical).  The disorder in their physical body leads to emotional and mental stress that stops them from treating their family and friends like they wish they could. |
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**4. What frustrates your ideal client the most?**

(what is the source of their frustration? Why do they feel that way? What else does it make them feel?)

| Migraines that shut them down.  Their auto-immune disease is constantly causing them pain and inflammation.  Difficulty sleeping because of pain or stress. |
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**5. What are THE four to five steps for them to achieve success and get results?**

| Schedule an appointment.  Show up on time.  Communicate to your therapist what pains and tensions they have.  Speak up and let your therapist know if they could help you better (more pressure, different spot, etc)  Drink LOTS of water and electrolytes after the massage. |
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**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

| Physical pain. They have injuries or chronic pains that just won’t subside. They toss and turn trying to make it better but they can’t escape it.  Relationship Pain. They stress about things they have said or done that have hurt loved ones. They wish they could take them back but instead they obsess over it or can’t get it out of their heads.  Financial Pain. Money is stressful, and being stressed leads to making poor money choices which becomes a snowball effect.  Grief.  Fear. They hear the news, they see the world changing. They worry about what happens next. |
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**7. What humiliates/embarrasses your ideal client (moments they are trying to avoid)?**

| Farting during a massage/not being comfortable with their body.  Feeling exposed during a massage. Having a stranger see you naked/exposed/vulnerable.  Other people find out that they spend money on themselves. |
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**8. What is the cost of staying where they are right now? How bad can things become if they don’t fix it?**

| Muscles stay tight/body stays in pain which leads to a lack of sleep which leads to mental and emotional stress. Constant stress and anxiety keeps you from being your best self which in turn weighs on the people around you and you unintentionally hurt your loved ones.  Lack of connection. |
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**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)?**

| Physical pain. Kinks, strains, muscle strain, miganes.  Snapping at loved ones/coworkers because they are stressed out. Don’t want to let this go on because you never know when you’ll say something that leaves lasting damage. |
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**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?)?**

| Too much work, not enough time. (too many demands and not enough energy to meet them).  Chronic pain.  So many people want my attention/help and I just can’t keep up. |
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**11. What does your perfect client want more than anything else?**

| Relief. To feel important.  Be a light/instrument for good. |
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**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.):**

| 1. Stretch/Yoga 2. Schedule a massage appointment 3. Listen to what your body is deficient on and supplement 4. Drink enough water and hydrate well to let your body heal |
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**13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?**

| Running to the doctor/western medicine to fix their problems.  Repeating patterns after we identify problems.  Only getting a massage once a year or less and expecting to get fixed in 60 minutes. |
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**14. What are the “sacred cows” or false/limiting beliefs that your potential clients hold towards your products or services?**

| Touch/massage is sexual in nature.  You have to lay on a table naked to get a massage  A massage will fix you in one appointment. |
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**15. 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)?**

| Too much to do.  Never enough time.  Everyone wants something from me but I don’t know how to make it go around.  Tired  Work isn’t enjoyable anymore  Nothing is enjoyable anymore |
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