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| **Ideal Client Avatar Worksheet (Sample)** | |
| Client Avatar Name? “Kathy” | |
| Geographic/Location | Global |
| Age? (Age Range) | 30-65 |
| Identity (Gender) | Female (mostly) / Some Male |
| Career/Business | Start-Up Entrepreneur |
| Education Level | Life-Long Learner – not necessarily degreed |
| Income Level | $75K-500K+ |
| Family/Relationship Status | N/A |
| Preferences/Hobbies Interests | Spiritual, Connected, Nature, Animals, Helping Others, Alternative, Holistic, Conscious |
| Ethnicity / Cultural | N/A |
| Religion / Spirituality | N/A |
| Egoic Title   Additional Archetypes | Spiritual Entrepreneur  Achiever, Engineer, Visionary, Analytical, Helper, Change Maker, Hermit, Spiritualist, Learner, Generalist, Maximizer, Intellectual, Nurturer, Risk Taker, Catalyst, Stabilizer, Leader, Free Spirit, Healer, Story Teller, Star, Observer, Sage, Adventurer, Servant, Generalists, DIYer |

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| **Inner Dialog** | |
| --- Thoughts, Feelings, Fears, Beliefs…  about self, situation, desired outcome… | |
| What words DOES your ideal client avatar use to describe their current situation?  (Brainstorm a list to use for the questions below) | * Marketing is a mystery. * I don’t know how to get clients. * I feel overwhelmed with all the options. * I’ve never marketed myself. * I spend a lot of time and money on marketing but am not getting any results. * I feel scattered. * I don’t know how to make the right decision * I don’t know where to start I can’t move forward because afraid of making a costly decision. * I don’t want to miss out on potential clients by specializing. * I’m afraid if I do a workshop no one will come. * I fear exposure * I don’t know what my clients want |
| What does your **ideal client avatar** believe is their biggest problem?  Choose the one problem that is their biggest concern above all others. | * I don’t know how to market myself * I don’t have time or money to market myself * I don’t know how to get clients\* * My clients don’t have money * Marketing and sales is hard, not fun, sleazy. * I don’t know where to start * I can’t decide who my audience is * I don’t know very many people * I’ll never succeed at this |
| What does your Ideal client avatar believe the solution is to fix their problem? | * I need a business plan * I need to have a marketing plan * I need to use social media * I need a business card, logo, branding, website * I need a list of things to do * I need to know everything before I can start * I need a strategy on how to get clients |
| What does your **ideal client avatar** deeply want to feel more than anything? | * To be their own boss. * To feel clear, confident and moving in the right direction. * To have full workshops and a waiting list of people who are “ideal clients.” * To take control of their marketing and to feel that what they are doing is going to get results. * To not go it alone * To have ease in their business, the feeling of financial security * To be able to leave their business and do other things in life. |
| What are **their limiting beliefs** about their goal or dream? | * It’s hard, confusing and overwhelming – that it’s a lot of work – and not much fun * I don’t want to be inauthentic * They weren’t meant to be entrepreneurs because they’ve always worked for someone else, but down inside they are done working for others. * They believe entrepreneurs are special people, they aren’t one. * They believe that their goal to be a successful entrepreneur is possible, but they might not have enough time to accomplish it… |