CREATING A CLIENT AVATAR
What is a client avatar

- It is the description of your ideal client.
- It helps you focus on what their needs, goals and fears are.
- From this you can create the programs they want.
- You can also use this to craft your marketing materials to reach them.
- Who was your best client?
- Base it on them.
Template #1

Customer Avatar:

• Name: John    Age: 47    Gender: Male
• Location: N/A # of Children: 3
• Occupation: Business Manager
• Annual Income: $75,000
• Level of Education: B.A
• Other: Wife works
• Quote: I have to do something
<table>
<thead>
<tr>
<th>Goals</th>
<th>Challenges and Pain Points</th>
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</thead>
</table>
| **Goals:**  
• To lose 30 lbs (especially around his gut  
• Feel more rested  
• Get rid of headaches  
| **Values:**  
• His job means a lot to him and believes a work ethic is an important part of being a man  
• His children are his legacy  
| **Challenges:**  
• Works long hours  
• Free time is taken up by family commitments  
• Does not really understand what he should eat  
| **Pain Points:**  
• Is afraid he will have heart disease like his father  
• Not sure he is cutting it as a father and husband  |
<table>
<thead>
<tr>
<th>Objections and Role in Purchase Process</th>
<th>Sources of Information</th>
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<tbody>
<tr>
<td><strong>Objection to the Sale:</strong></td>
<td></td>
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<tr>
<td>• Too busy</td>
<td>Books: Generally does not read – when he did: Stephen King</td>
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<tr>
<td>• Not sure if it works for him or that he will understand it</td>
<td>Magazines: Time, MacLean's</td>
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<td></td>
<td>Blogs/Websites CNN, Globe and Mail</td>
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<tr>
<td><strong>Role in Purchase Process:</strong></td>
<td>Conferences: N/A</td>
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<tr>
<td>• Make the decision but will want his wife on board because she does the cooking</td>
<td>Gurus: Richard Branson</td>
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<td></td>
<td>Other: Sports channels</td>
</tr>
</tbody>
</table>
Template #2

**What is he/she typing into google?**
Gas, constipation, depression, fatigue, bloating

**What is he/she complaining about to his/her spouse?**
She tells him she does not feel well, that she feels uncomfortable. She tells him to not complain if she farts because she cannot help it. She complains her frustration with the medical profession who do not have any answers for her. She complains about the supplements she has to take — she is tired of them or she is complaining about issues with the kids, and what may be happening with them — they have an health issue and she wants to help them and needs more knowledge and she is expressing her frustrations to her husband
What does she really want?
She just wants to know for herself what is going on – if not the answers at least the questions. She wants to make sure she has not missed something simple and she wants solutions that she can fit into her normal diet and lifestyle and she wants to help her family. She wants a resource

What are the problems/pain points of your ideal avatar?
She feel her body keeps betraying her and it is embarrassing and she feels she has to hide a lot of what she feels all the time or people will think she is nuts or a whiner. If she has a child whose issues she wants to help, she feels bad, as a mother and is afraid she may have done something wrong
Make up a fictional avatar story

- Patricia is a, generally, action-oriented person who has had health issues she wants to fix and/or get answers for. She is well-educated and takes pride in what she does and is most comfortable when she know what she is doing is the right thing to do.

- This makes her work harder and be more thorough. She understands that there is no magic pill. She is married (or divorced) with children who are teenagers and young adults and lives in a nice house with her family. She works full time and has a hectic life and often complains of stress and lack of sleep. For relaxation, she likes to hike with a couple of friends or go out to dinner with her family. She likes to cooks and try new foods and the idea that foods might help her intrigues her.
• Patricia suffers from digestive/intestinal upset (she is not sure where it is sometimes) that medicals test have not been able to pin point. She also has frequent headaches, fatigue and often feels depressed. She would like to lose 20 pounds. She has tried a number of things and even seen some practitioners. Some things have helped but she has to be careful. She manages to do okay with her issues if she stays focused on them using a combination of supplements, drugs and food choices.

• However, as soon as she gets too busy or her stress levels go up, she has “bouts” and is not sure why? She sometimes says no to activities because she is afraid how her body may react. When she travels, she packs so many extra things such as supplements, snack items and other helpful items “just in case” This causes her more stress and sometimes sadness and often prevents her from enjoying herself fully.
• Her biggest wish is to just “be normal”. She does not believe that she should have these issues – she does not just think – oh well this is just my luck and now that is who I am. She is a pro-active person and as long as she is not feeling depressed, searches for information on the internet. She is looking for a starting point, some tools and steps to try to understand how her body works and she is looking to see if there are foods she can add to her diet that can help as she does not want to add more supplements or drugs and in a perfect world would get off all of them.

• She wants more knowledge for herself. She wants to start at the beginning and see what works for her and what does not. It is her dream to be able to just do as she please, eat what she wants and have her body not punish her. She wants to learn. However, she is realistic and will take any improvement she can get and is willing to make the time commitment to see how much progress she can make.
In Summary

• Be detailed and really think about who this person is
• Be careful if it is you – remember you went to school to learn about you
• It is best if it is your client
• Don’t be afraid to ask them for some of their pain points – if you can
• Once you understand who you are looking for it is easier to create the programs and find the words to reach them