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Helping your business grow

CLIENT AVATAR WORKSHEET

- 1** In one sentence, describe what you do for your clients in a way that makes sense. EG. Your positioning statement
- 2** What is the biggest result I can help a business or person achieve?
- 3** Describe your client's current situation. What are they struggling with the most? What are their pressing pain points?
- 4** What is the cost of them staying where they are or not choosing you? (Financially, emotionally, time, etc)
- 5** What are the 3-5 necessary steps you'll walk them through that will get them their desired result? (These are the core elements that make up your unique offer).

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- 6** Name your top 3 competitors. What do they offer? Are they operating in a Niche? What is your point of difference?
 - 7** What can you charge fairly (yet still high priced) for this offer? (This may be a question you need to come back to..)
 - 8** Describe the most favourite Client you've ever had and want more of..
 - 9** What does your perfect client want more than anything else? (If they could wave a magic wand, what would they change?)
 - 10** What Key Behaviours does your ideal client exhibit? E.G Fast decision maker, appreciates a quality price etc?
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