Ideal Client Avatar - Template

Use this Ideal Client Avatar template to uncover details about your target market. A detailed understanding of your ideal client will give you clarity and improve the effectiveness of your marketing. This is a fictional, idealized profile that represents the very real people you’re aiming to work with. Use it as a tool to learn about who you are looking to market and sell to. *(Note: add questions and fields to customize as needed.)*

1. Demographics (Basic Info)

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Profession</th>
<th>Income</th>
<th>Lifestyle</th>
</tr>
</thead>
</table>

2. Questions (Psychological Probing)

A. What do they want or aspire to?

B. What are their fears and frustrations?

C. What are their likes and dislikes?

D. Where do they hang out, in person and online?

E. How do they unwind?

F. How do they make their decisions?

G. How does my product/service help them?

H. Why would they buy my product/service?

I. What apprehensions or objections could they have to my service?