Avatar & Niche Worksheet

This worksheet will require some thinking, but it will set you up so that everything you do, say, and write will speak directly to your most perfect customers or clients. You cannot charge premium prices while pleasing the "masses." You must zero in on your avatar's deep problems. If you get stuck on this, we're happy to help but the sooner you get this done, the sooner you can craft your offer and start selling.

1. The biggest result I can help a business or person achieve is?

2. Describe the favorite client you've ever had that you want more of...

3. What's the biggest problem your most ideal client has?

4. What frustrates your ideal client the most?

5. What are THE four to five steps for them to achieve success and get results?

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6. What keeps your perfect client awake at night (worrying, fearful, anxious)?

7. What humiliates your perfect client (an event or occurrence they are trying to avoid)?

8. What is the cost of staying where they are right now? How bad can things become if they don't fix them?

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 to be fixed immediately)?

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?)?

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11. What does your perfect client want more than anything else?

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.)

13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?

14. 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)?

15. Name (and link to) your 4 most important competitors.