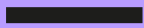




FREE PDF



DEFINE

**YOUR IDEAL**

**CLIENT AVATAR**

## HOW TO USE THIS PDF

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### STEP 1

Try to put yourself in the shoes of your ideal client.

### STEP 2

Go through the questions, and answer them as if you were them. Some questions may not be as relevant to your business, but try to answer at least 20 of the questions.

### STEP 3

Put a name to your ideal client.

### STEP 4

Read your answers and write the description of your client avatar.

#### **Some examples:**

"Helena is a 40 year old woman, that has started a new business 3 years ago. She has a university degree in business administration, and speaks English and Spanish. She earns around 80.000\$ a year, and loves going to gym classes and working at cafés. She likes 2000s pop music, drinks specialty coffee, and likes beach holidays. She is open minded and is into alternative medicine, yoga and meditation".

Here is a good article about why to take time to do this, and how to do it step by step with an example.

<https://webdesignandmarketing.co.uk/marketing/how-to-create-your-ideal-client-avatar/>



How old is my customer?  
What generation do they fall into?  
Where do they live? Think: country, region, state, city, neighborhood  
What is their gender?  
What is their sexuality?  
What is their relationship status?  
Do they have kids? Do they want kids?  
Are their parents living? What about their grandparents?  
How many languages do they speak? What's their native language?  
What's their ancestral background?  
How many siblings do they have?  
Do they live where they grew up?  
What's their medical history?  
What's their education history?  
Are they planning to go back to school?  
What industry are they in? Are they looking to transition to a new industry?  
What level of experience do they have? Are they seeking a promotion? A new job?  
How much do they make? How much do they want to make?  
Do they travel? Do they have a passport?  
What car do they drive? What's their dream car?  
Where do they shop? Are they an online shopper? Do they go to the mall?  
Do they shop local?  
What do they eat? Do they go to farmer's markets? Do they grow their own produce?  
What sort of place do they live in? Do they want to move?  
Do they hire people to help them maintain their place? Do they want to?  
Do they live alone or with other people?  
How do they vote? Do they vote?  
What music do they listen to?



What do they watch on TV? Are they a cord-cutter? Do they watch reality shows?

Do they DIY? Do they wish they did?

What's their favorite book? How many do they read in a year?

Do they read a newspaper? Do they get their news online?

What's their most-used app?

How many credit cards do they have?

Are they in debt?

Do they have a smartphone? Is it Apple or Android or something else?

Do they use social media? How many times a day do they check it? What's their favorite platform?

Do they have a budget? Do they stick to it?

What do they spend their money on?

How's their health? Do they have insurance? Do they go to the doctor frequently or regularly or never?

Do they have a savings account? What about retirement?

Are they a penny-pincher? What do they value?

Are they a know-it-all? What don't they know?

Are they open-minded?

Are they dense? Is it purposeful?

Are they tech-illiterate? Do they want to change?

Are they desperate?

Are they defeated? What's getting them down?

Are they feeling betrayed by someone or something?

Are they innocent? How about naïve?

Are they rebellious? Why do they rebel?

Are they self-accepting? What makes them confident?

Are they unprotected? Are they feeling vulnerable?

Are they feeling dumped or left out?

Do they see things in black and white?



Are they a special snowflake? What makes them unique?

Are they hard to please?

Are they a quitter? What makes them quit?

Are they a wannabe? What do they want to be?

Are they nerdy?

Are they funny? What's their brand of funny?

Are they difficult to work with?

Do they hate something? What fuels their hate?

Are they feeling protective of something? Why is that?

Are they artistic?

Do they think they're creative?

Are they sensitive?

Are they defensive? Why are their hackles up?

Are they socially awkward? What makes them think they are?

Are they feeling unattractive? Has someone made them feel that way?

Do they dread going to work? What's got them down?

Do they feel lovable? Why or why not?

Are they trusting? Who do they trust the most? Why?

Are they happy? What would make them happier?

Do they think they're successful? What's stopping them from achieving success?

Are they hopeful about the future?

What are they cynical about?

What is their biggest disappointment?

What is their proudest accomplishment?

When they feel most at peace, what are they doing?

When they are stressed out, what are they stressing



• VIRTUAL •

### **SHARE YOUR AVATARS WITH ME\***

and I'll give you feedback  
with actionable steps to improve your client avatar for free!

**You can send it by email at**  
[info@todaivirtual.com](mailto:info@todaivirtual.com)

**or as a DM on Instagram**  
[@todaivirtual](https://www.instagram.com/todaivirtual)

*Melisa*

\*Don't forget to include your website or Insagram handle in the message.

[www.todaivirtual.com](http://www.todaivirtual.com)