

CLIENT AVATAR WORKBOOK

LISA R. SAVAGE, LCSW

DEFINE YOUR IDEAL CLIENT FOR RESULTS

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-

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WHAT IS AN AVATAR?



It is the persona of a client that you enjoy working with, feel like you're doing your best work and who benefits the most from the services you offer.

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Marketing isn't about trying to convince everyone to buy your product. It's about knowing you are the right choice for a client who will benefit from the service you offer. Knowing who your ideal client is, will help you to strategize and create a marketing plan for people who are seeking your services.

Keep your ideal client in mind as you write all of your copy. Remember to use their language and what they want to see improved in their lives. Remember clients don't pay for therapy, they pay for results. Be clear about the results your service offers.

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Ideal Client

Understand their pain points.

What keeps them up at night?

How do they describe their most pressing concerns?

What will make their lives better?

What solutions can your service offer them?

Being able to have a clear vision of who your ideal client is will allow you to:

Know where to advertise

Know the language and tone to use in your marketing material.

Know which type of marketing your ideal client will respond to.

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Ideal Client Exercise



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Basic Data

Age

Gender

Education

Profession

Income level

Where do they live?

Marital Status

Do they have children?

What hobbies or interest do they have?

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Dig Deeper

Are they ambitious? What goals do they have for themselves?

What are their professional aspirations?

Describe their personality?

Who do they seek out when they're feeling stressed?

What's most important to them?

Are they spiritual? Do they belong to a place of worship?

What are their thoughts on seeking therapy?

What kind of family background do they come from?

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Visual Representation

**Post a visual representation of your
ideal client on this page.**

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