

Client Avatar Worksheet

1. What's your dream client's gender?

2. What's their ethnicity?

3. What's their age?

4. What's their occupation(s)?

5. What are your dream clients' 3 biggest goals in business and life?

6. What are the 3 biggest obstacles standing in their way of achieving those goals?

7. Social Habits (Do they use Facebook, Instagram and other social networks? If so, how often?)

8. What are three ways your skills/blog will help them achieve their goals?