50 Questions To Get To Know Your Ideal Customer Avatar

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Before We Begin

Defining your Ideal Client Avatar is a slightly different exercise to defining your target market or your target audience. For the purpose of this exercise, you want to have one person in mind.

Remember, we're talking about a pretend (or even real) person who is ideal for what you offer. If this person discovered your offer today, they would immediately think "this is exactly what I need right now".

This doesn't mean other people aren't a good fit for your offer. Of course there will be a variety of people who buy your offer. However, having one person in mind helps you to visualize and pretend you're talking to a real person when crafting your offer, branding messaging and content.

It's also recommend having a photo of your Client Avatar. Here's some examples, so if one fits, go ahead and pick it out.

Answering these questions will help you solve any potential problems that you envision your Client Avatar will experience. These solutions will help you craft offers and communication strategies that hit home.










Now, let's get to know your Ideal Client Avatar

1. What is their name?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Describe their religion

6. Describe their ethnicity

7. What is their relationship status?

8. Do they have a family? How many children?

9. How do they enjoy spending their free time?

10. What are their favorite hobbies?

11. Are they an introvert or an extrovert?

12. Describe their personality in 3-5 words

13. What are their core values?

What keeps them up at night? What are they worried about?

15. Do they have time and energy to pursue their passions and dreams?

16. What do they do for health and fitness? Do they make time to take care of themselves?

17. Do they live a healthy lifestyle? What could be improved?

18. What is their highest level of education?

19. What is their career, work or job title?

20. Is their income low, average or above average?

21. What are their typical work hours?

22. Where do they typically work, at home or in the office?

23. Are they happy and passionate about what they do for work?

24. What are their priorities and responsibilities in life?

What do they desire most right now?

26. What are some unhealthy habits they've adopted?

27. What are some of their fears and worries?

28. What subjects do they seek information about?

29. What courses or programs do they participate in?

30. Are they tech savvy or technically challenged?

31. Are they comfortable using their phone or computer to connect with others via workshops, communities, etc?

32. What social media platforms do they use?

33. What online community groups are they part of?

34. What topics are they researching online?

35. Who are their mentors they like to learn from?

36. Who are their favorite opinion leaders?

37. What kind of profiles/accounts do they follow on social media?

38. What kind of podcasts do they listen to?

39. What kind of books do they read?

40. How do they prefer to consume content? i.e. Read, watch, listen

41. Do they prefer to learn as an individual or part of a group?

42. Are they a self-paced learner or prefer to be guided?

43. What's their level of knowledge in relation to what you envision you will be offering them?

44. Do they have any experience in relation to what you offer?

45. Do they actively seek advice in relation to what you teach/offer?

46. Have they invested in coaching or personal development before?

47. What stage of their journey are they in (recovery, transition, entrepreneurship, healing)?

48. What are their go-to resources for advice on this topic?

49. Are there any other key points about your Client Avatar?

50. How will your program/offer/service transform their lives?