



NLC25

TUCSON, ARIZONA

#nlc25

Presentation Title

Speaker Name | Company





Who is your Ideal Client Avatar?


Avatar: (noun) an icon or figure representing a particular person.




Take 10 minutes


On your own, Then as a group

1. List by name your top 3 favorite past clients *(you won't be asked to share these...)
2. For each client, list key characteristics
3. Circle characteristics that occurred repetitively
4. Share those characteristics with your table



My Ideal Client Avatar





BUYER

Age:

Gender:

SELLER

Marital Status:

Property Type:

<input type="checkbox"/> Recreational	<input type="checkbox"/> Timber	<input type="checkbox"/> Commercial
<input type="checkbox"/> Ranch	<input type="checkbox"/> Hunting	<input type="checkbox"/> Industrial
<input type="checkbox"/> Farm	<input type="checkbox"/> Equestrian	<input type="checkbox"/> Residential
<input type="checkbox"/> Other: <input type="text"/>		

1 Demographics

What is their Budget?

What is their Net Worth?

When are they most likely to need your services?

Key Characteristics (select all that apply, feel free to add)

Working with a budget

Is constrained by time

Has a family

Seeks Luxury Items

Is an investor?

Is highly educated

Is active on social media

Has a flexible work schedule

Is tech savvy

2 Psychographics

How do they measure value? (price, experience, customer service, etc.)

What is their immediate goal?

What is their long term goal?

What emotions surround their goals?

What challenges does this person anticipate in achieving their goals?

How are you a solution to those challenges?

3 Communication

What kind of media do they consume the most?

What kind of media are they likely to ignore?

How did they discover our company?

What kind of content or product will offer them the most value?

4 Pain Points



What problems are they searching for solutions for?
 How urgently do they need those problems solved?

What do they need to build trust with your company?

What objections might they have to becoming your client?

What keeps them up at night?

What other pain points might this person have?

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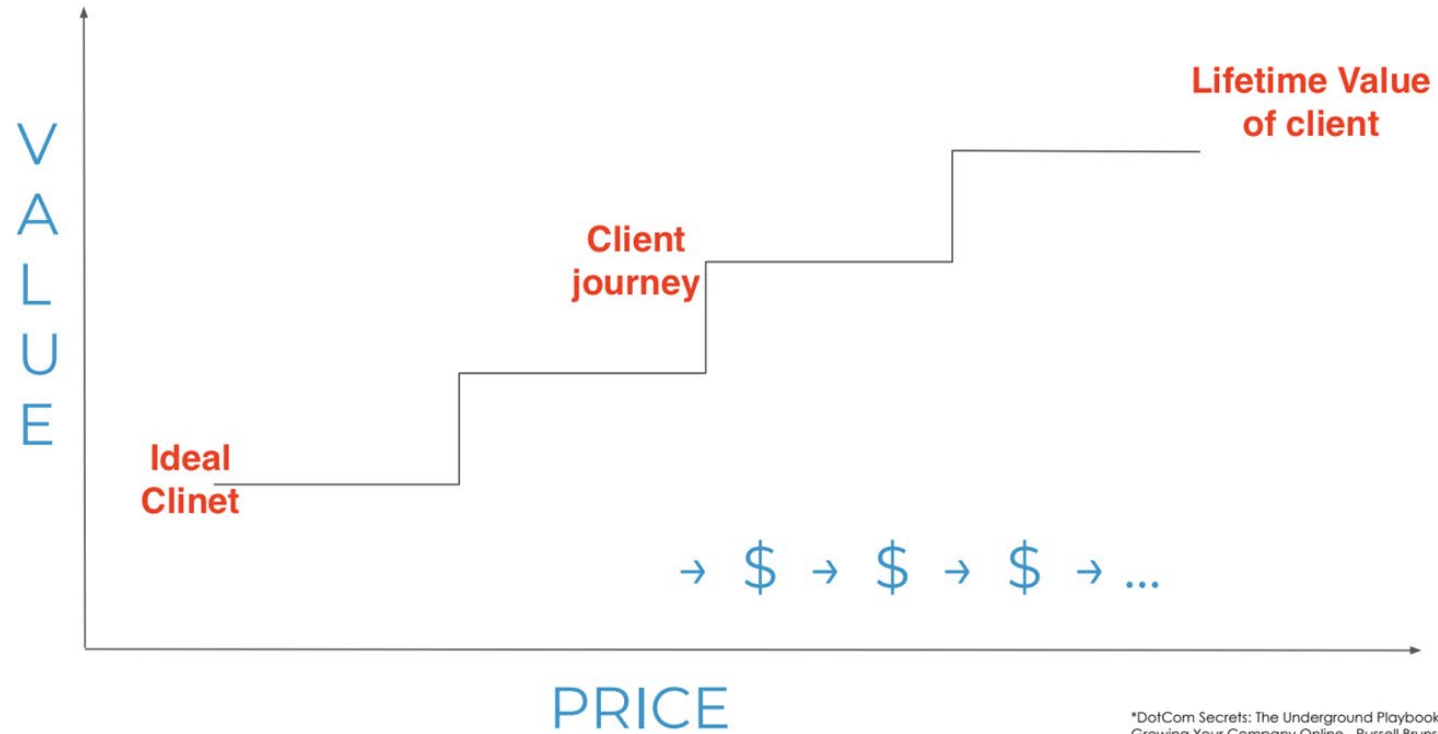


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Value Ladder



*DotCom Secrets: The Underground Playbook for Growing Your Company Online - Russell Brunson