

# Improve Your Marketing by Defining the Avatar of Your Ideal Client



- ✓ **Small business marketing** is much more effective when you can define exactly what your best client looks like. When you narrow your focus, you broaden your appeal.
- ✓ **Not the fairy-tale** version of who you believe SHOULD be your ideal client.
- ✓ **Who are they really?** A good place to start is by looking at who's already doing business with you.
- ✓ **As you consider your avatar**, make sure they look like, feel like, and act like the people who are most likely to do business with you.
- ✓ **Don't make assumptions** about what drives or motivates them. Make sure you understand their:
  - a. Fears
  - b. Worries
  - c. Goals
  - d. Desires
  - e. Challenges
- ✓ **Avoid descriptions** like joy, satisfaction, limiting beliefs, or other cliché language. Words like that don't mean much and they are definitely difficult to measure and define.
- ✓ **Instead, consider the following questions:**
  - a. What problems do I solve?
  - b. How do those problems manifest in real life?
  - c. Why is this a common problem(s) for my clients?
  - d. What makes them look for help in solving the problem?
- ✓ **Also consider:**
  - a. Who you love to work with
  - b. Who you're best positioned to help
  - c. Who is able/willing to pay you

Create your marketing messages all for that ideal client.