

*Sarah's Social Strategy*

[www.sarahsocialstrategy.com](http://www.sarahsocialstrategy.com)

### **IDENTIFYING YOUR IDEAL CLIENT AVATAR**

1. Use adjectives to describe your ideal client avatar (ICA):

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2. List your ICA's gender, education, marital status, and age range:

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3. Demographics/locations: USA, Europe (UK, Rome, Paris), Africa, etc.

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4. Where do you find them? On social media platforms, blogs, or email campaigns?

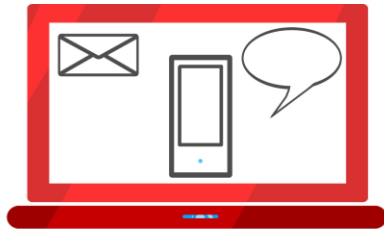
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5. Do you have a specific niche/industry you prefer to work with such as health, business, mindset, etc?

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6. What salary range do you want your clients to already make? Four, five, or six figures?

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7. Does their mindset, values, and goals align with you and your business?

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8. What boundaries do you want them to understand and respect?

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9. What personal and lifestyle traits do you want to have in common?

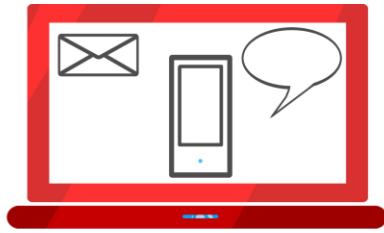
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10. What specific characteristics **don't** you want in your avatar?

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11. What are their pain points and pleasure points?

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12. List your three avatar faces...

- A. Regular avatar
- B. Struggling avatar (what stops them from achieving their goals)
- C. Happy avatar (the one that has reached their transformation [goals] using your products/services)

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