



# BUILDING YOUR IDEAL CUSTOMER AVATAR





# UNDERSTANDING YOUR PERFECT PERSON

You should have a very clear idea in your head about who is your ideal customer i.e. the person you want to purchase the products and services you offer the world.

In fact, every time you post on social media you should have a very detailed vision of whom you are talking to.

Without it you'll be lost, your content won't connect, your dream clients will never find you, and let's face it, you'll be wasting a heck of a lot of time on social media.

## THE INTENTION

In order to build the right kind of leads (that's why you are in this Master Class), you need to know the micro details of your dream customer's life. You need to have such a clear picture in your head about your perfect person. She (or he) has to become real in your head, your heart, and your vision.

That way, when you create your Lead Generation Ad or quiz or challenge, when you post on Facebook, when you select a picture for Instagram, you are building a content structure around his/ her desires.

I hope you grasp this if nothing else. This is the fundamental step to earning revenue online. First you need to get specific and clear about who your ideal customer is so you can build your Lead Generation strategy.

Let's Get Started

*Judette*

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**Forward Forty Digital and Simplify**





# BUILDING YOUR IDEAL CUSTOMER AVATAR / THE EXERCISE

Below you will find a list of questions that will help you zero in on who you should be spending your time creating content for.

To make it a little more fun, look at the list of descriptives, add some of your own and get to work completing the sentences directly below.

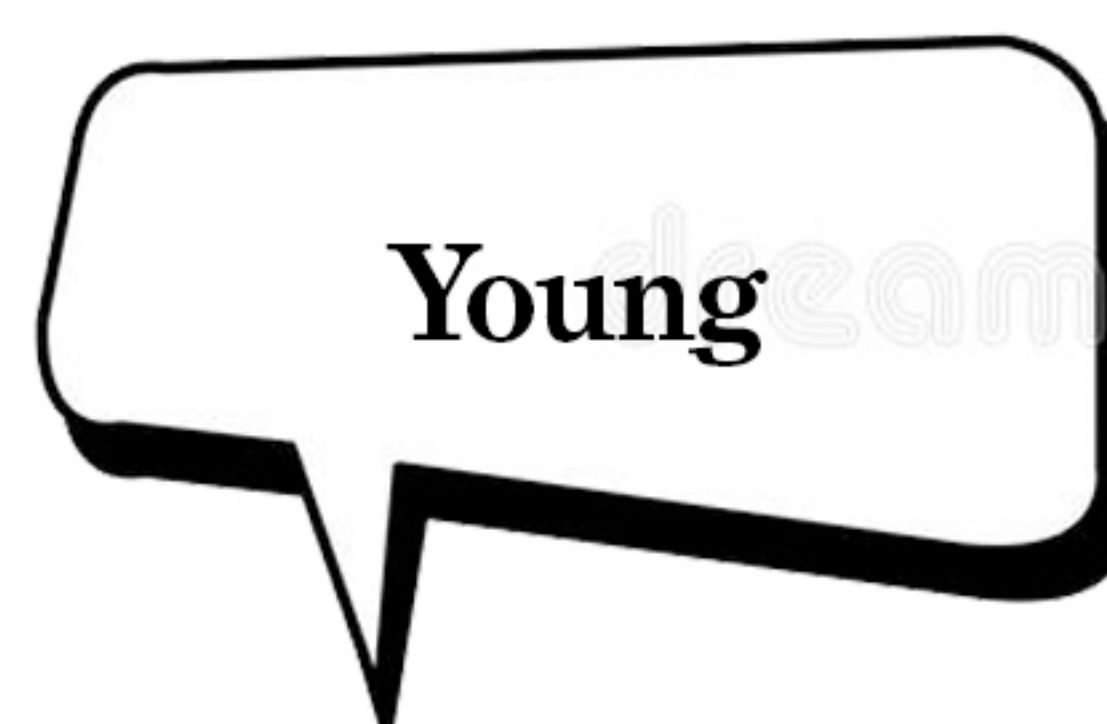
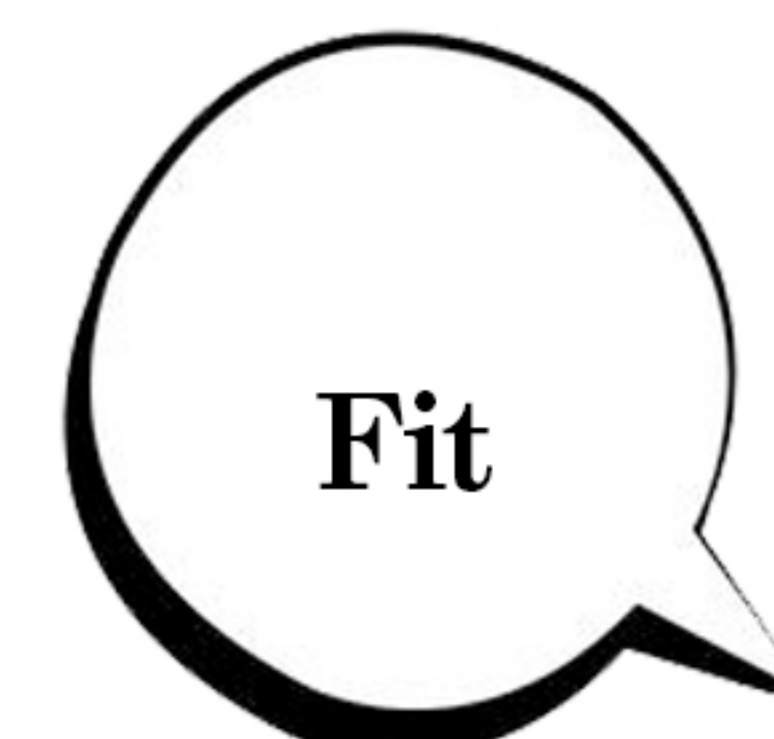
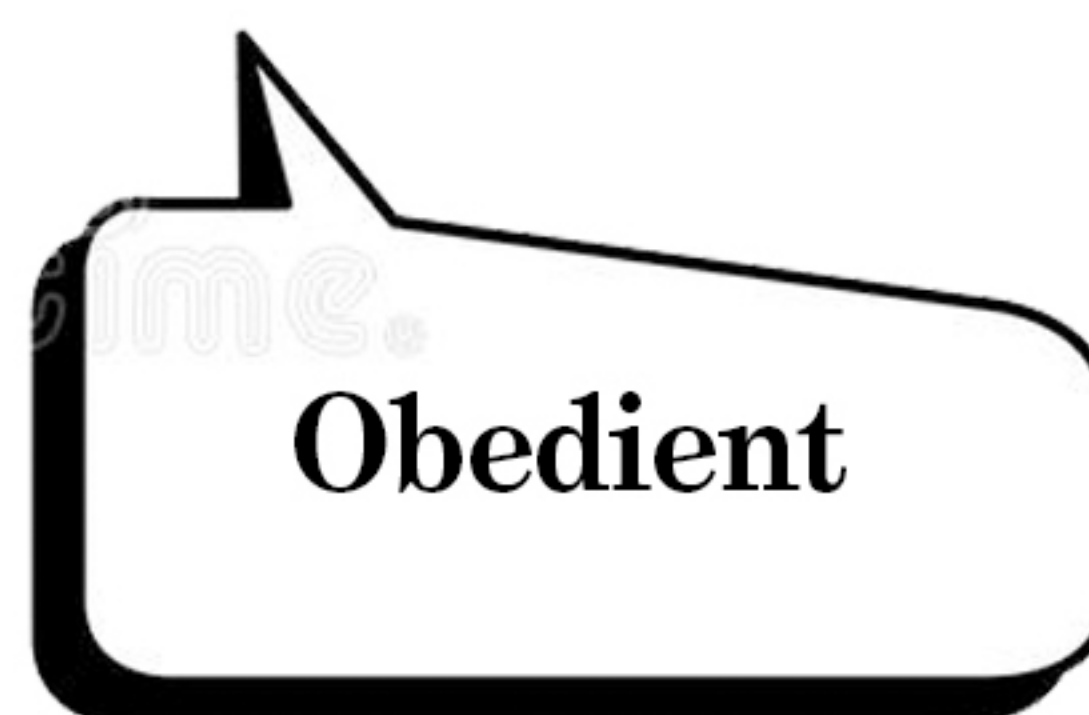
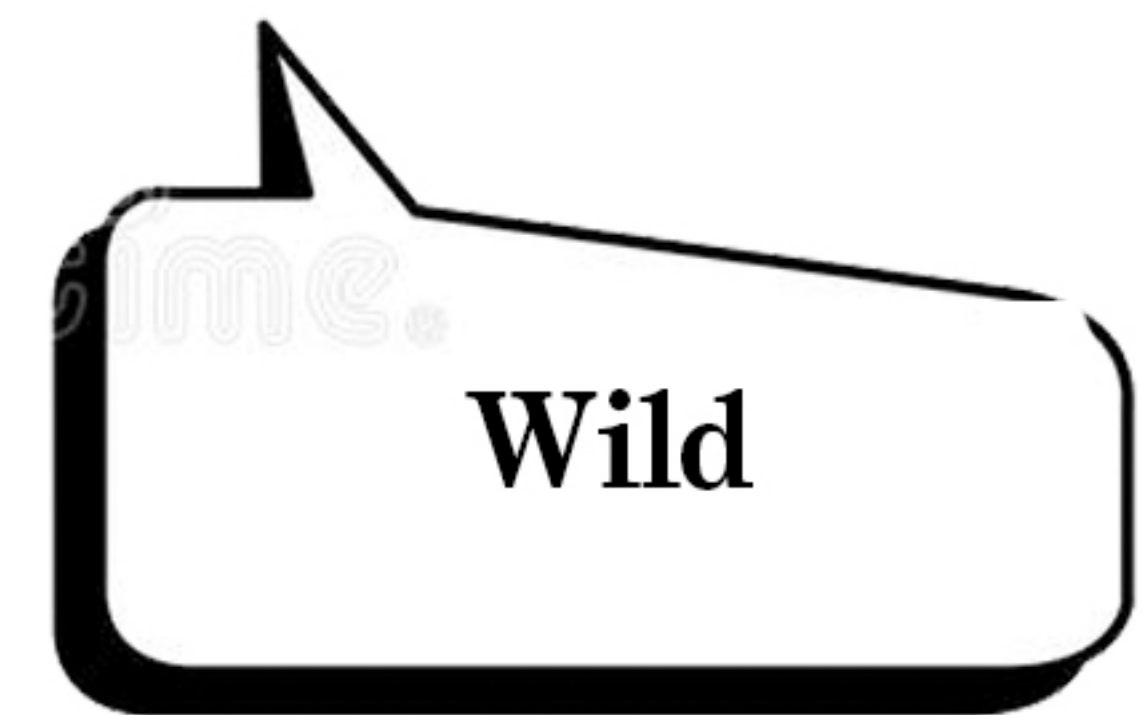
Brownie Points to those of you who emerge with a complete understanding of your dream customer.

Ready? (\*Happy Dance\*) Let's get started.

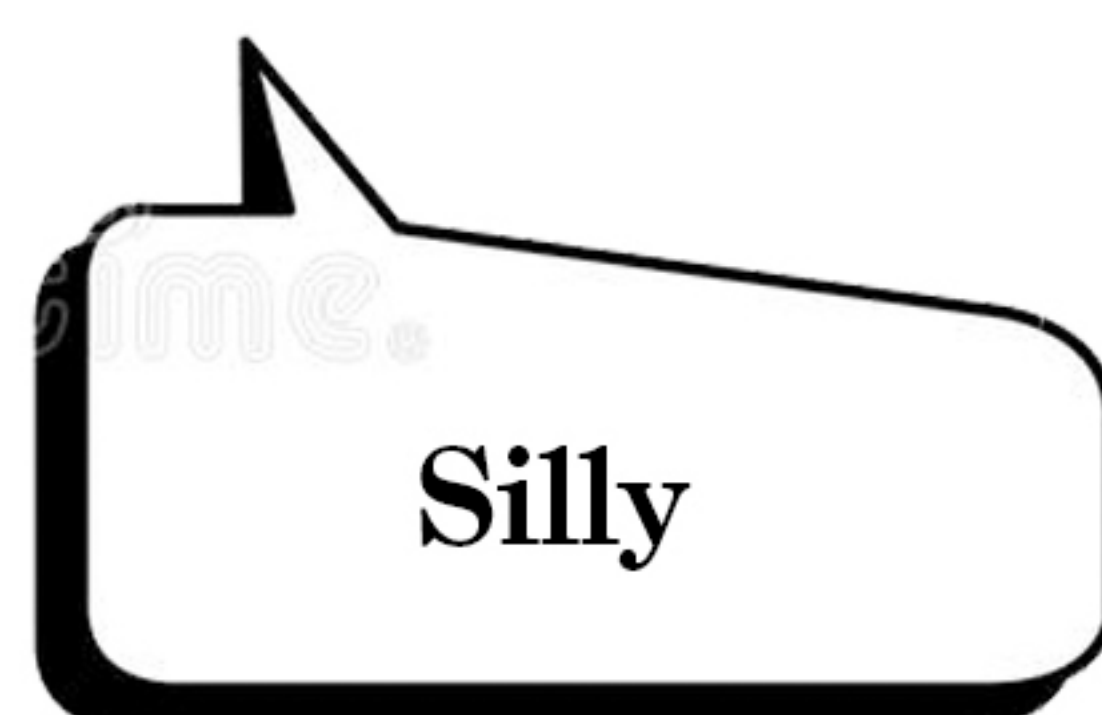
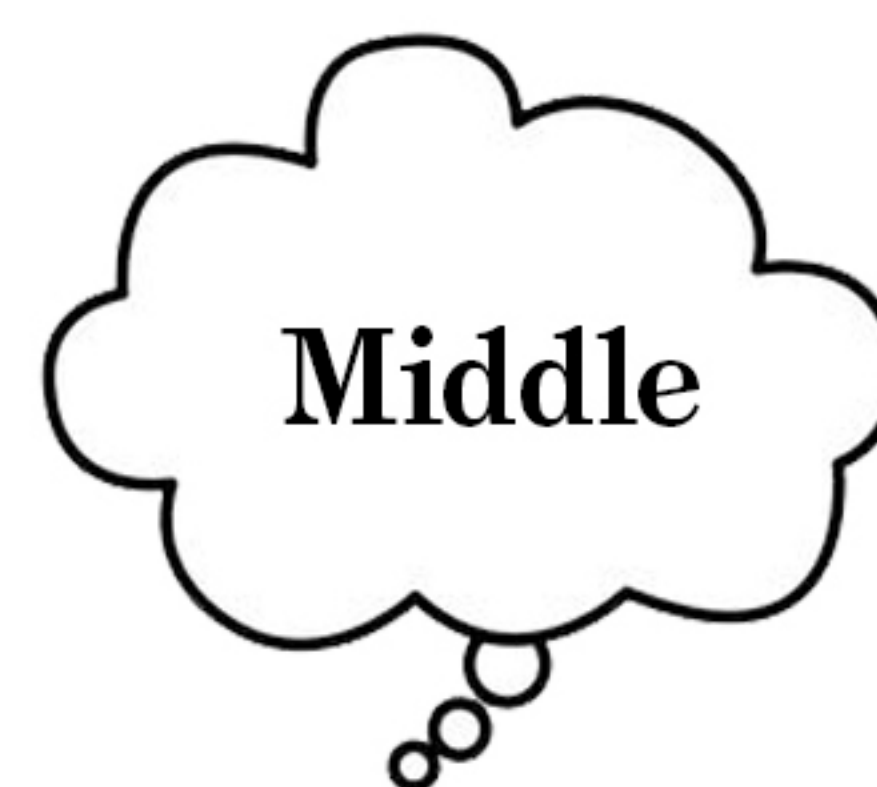
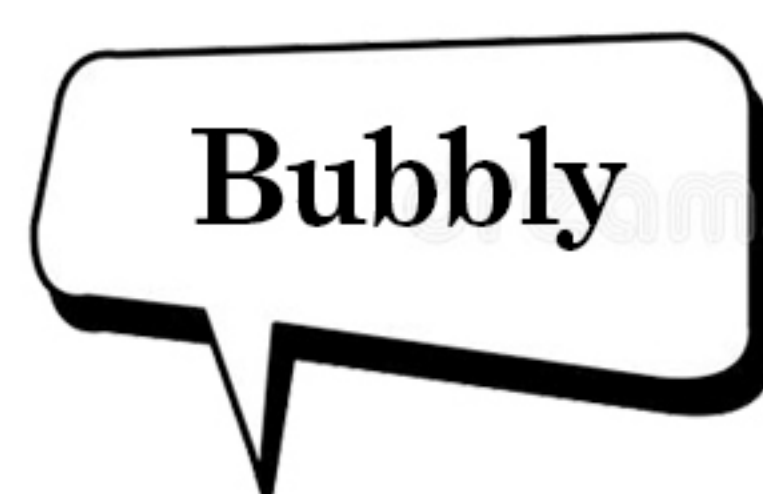


# DESCRIPTIVES TO MAKE THIS EXERCISE INTENTIONAL AND FUN

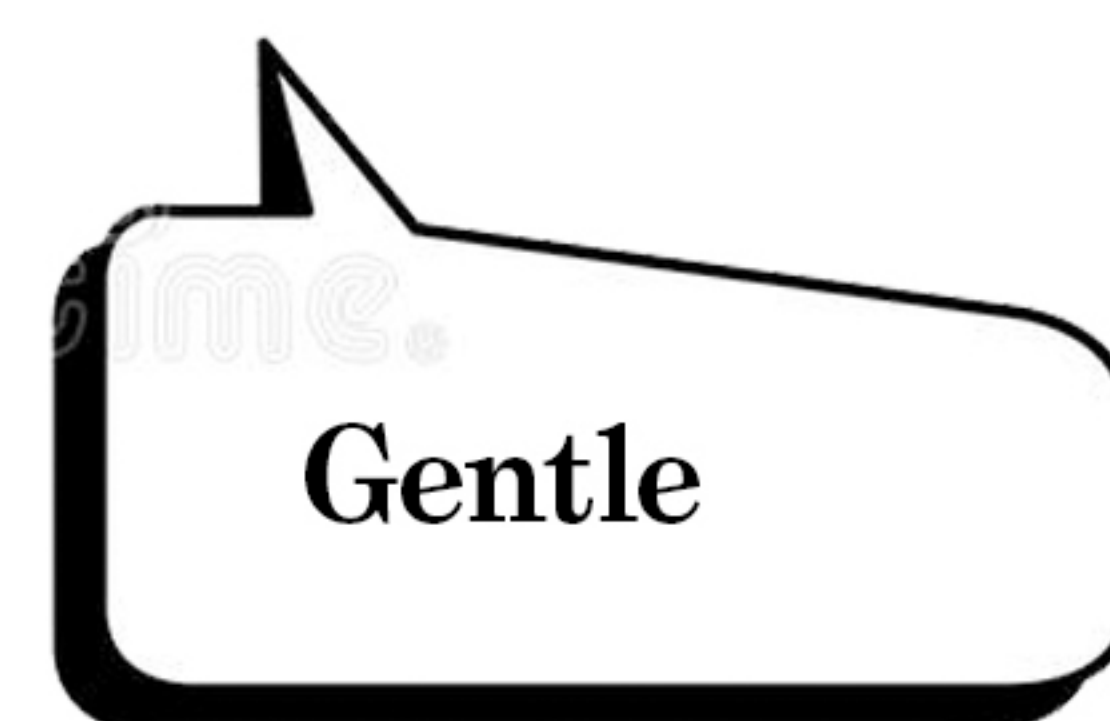
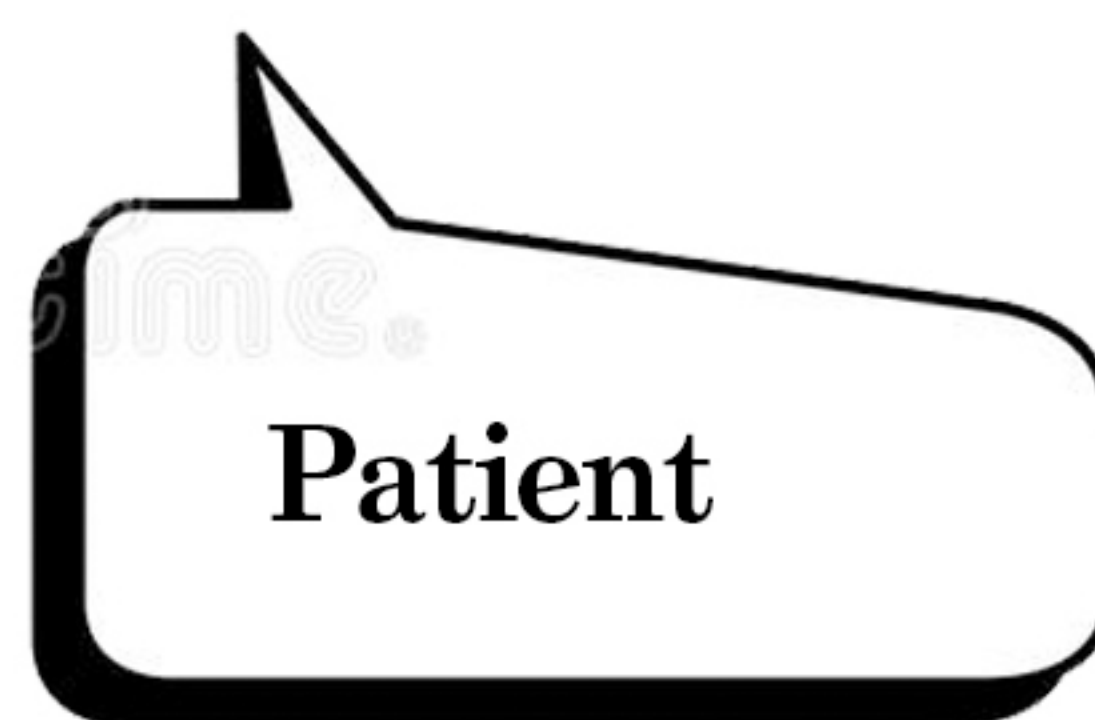
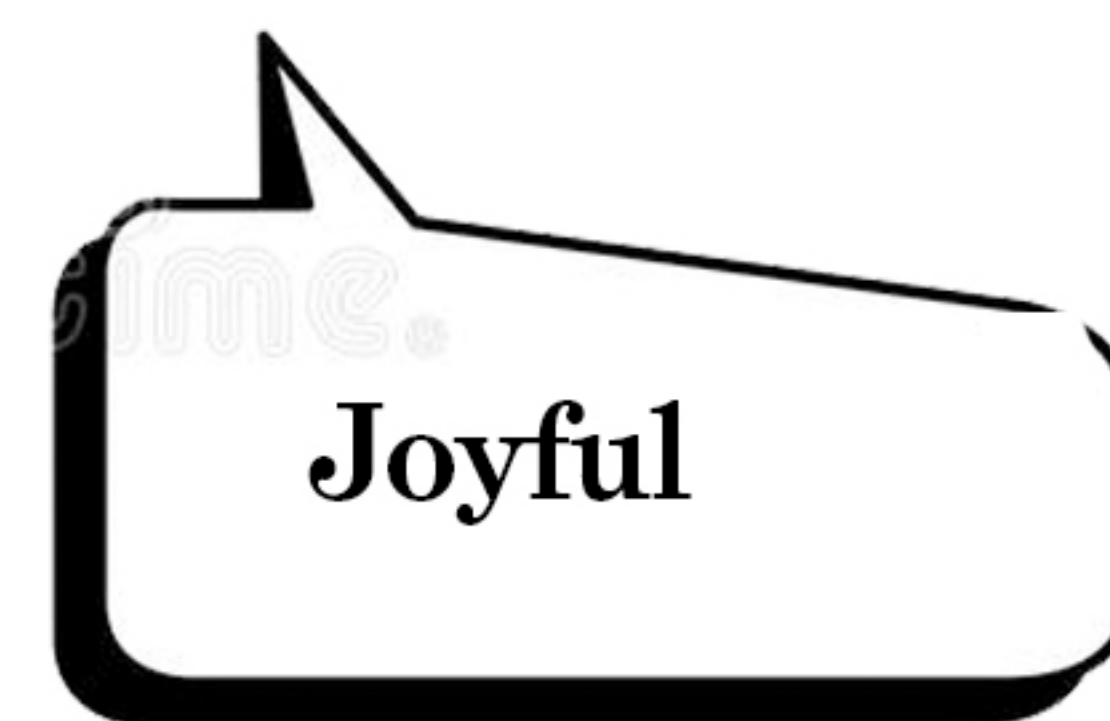
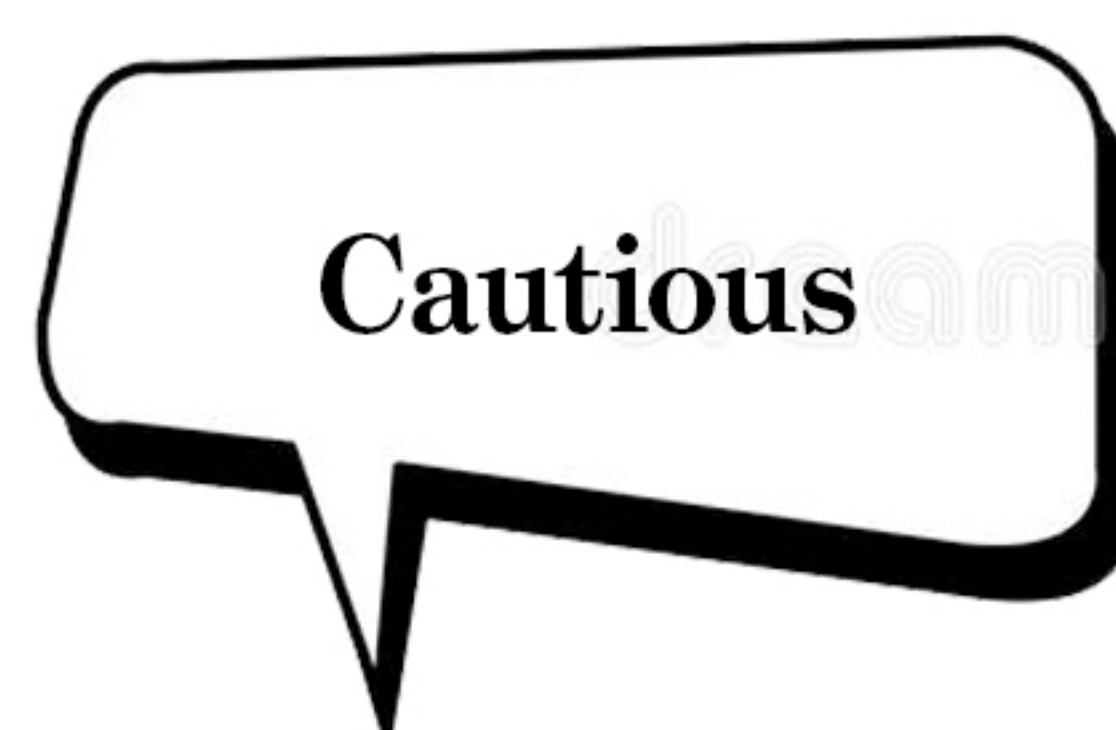
Please Circle The Ones That Describe Your Perfect Person















## **Build Your Ideal Customer Avatar Using The Sentences Below**

1. In the \_\_\_\_\_ (city of / country/ district/ town / world wide web) you'll find my ideal client.
2. His/her name is \_\_\_\_\_ (choose a name)
3. She/ he is years old. \_\_\_\_\_ (Choose an age)
4. My ideal customer is \_\_\_\_\_ (choose descriptive)
5. When his/her friends describe who he/she is, they think of him/her as \_\_\_\_\_ and \_\_\_\_\_ (adjectives).
6. On weekends he/she enjoys (list activity) (list activity), and \_\_\_\_\_ (list activity).
7. He/she dresses in \_\_\_\_\_ (adjective) and \_\_\_\_\_ (adjective) clothing, and shops at \_\_\_\_\_ (list a clothing store) and \_\_\_\_\_ (list a clothing store).





8. Overall, personality would be described as \_\_\_\_\_ (adjective).

9. My Ideal Client works at \_\_\_\_\_ (what does he/she do)  
for \_\_\_\_\_ per day (insert hours) she/he feels (stressed, energized, happy,  
overworked etc.)

10. My Ideal Client \_\_\_\_\_ is/is not (choose one) (married/single/  
divorced, widowed)

11. My Ideal Client has (number or no) children, they live \_\_\_\_\_  
(at home, at university etc )

12. My Ideal Client follows these Facebook pages and accounts

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_





**13. He/she likes these Pages because they are**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**And because they post this kind of stories (updates, videos, and photos)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

**14. My Ideal Client follows these IG accounts (list the Instagram accounts)**

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_





15. He/she likes these accounts because they are \_\_\_\_\_ adjective) and (adjective) and they post \_\_\_\_\_ (adjective) types of photos.

16. When my Ideal Client finds my website, my Facebook Page, and my account on Instagram, I want him/her to feel \_\_\_\_\_ (adjective), to see \_\_\_\_\_ (adjective) photos, and to know what I'm selling: \_\_\_\_\_ (list your product or service).

17. My service /product can helps my Ideal Client go from \_\_\_\_\_ to \_\_\_\_\_

Questions developed by JudetteCoward and inspired by @MarieForleo



# Get Clear

If you've completed the work, standing ovation for ya! If you did not, feel free to revisit and take another genuine stab at it. The idea upon completion, is for you to have a detailed reference of your dream customer to draw upon, and to authentically connect with them from a place of true compassion and understanding.

Use your customer avatar to create pretty much everything: your sales and promotional materials, social media content and newsletters, your ability to design and deliver products and services that matter, and your ability to effectively sell both on and offline.

Don't forget! If you have multiple and distinct products and services, then you need to create an avatar for every new product, service, or offering.

Ready to write a clear, descriptive paragraph about your dream customer? Go ahead and write it in the box below.





# The Recap

You must understand this one singular, perfect person who represents your avatar.

This is important because you want to genuinely influence and engage and persuade him/her

This is all about having compassion and demonstrating that you really get where he/she is coming from, you see their point of view, and you really care enough to understand who they are and what they desire.

To get leads you must know who you want as your customer. Most importantly you should make an emotional connection with them as you're really there to take care of them/ bring them joy, add value to their lives with the offer/s you bring to their world.





*Here's a gentle reminder that you  
showing up for yourself daily is enough.  
Even when it's hard, even when you want  
to quit, you don't give up.  
That in itself is worth celebrating.  
Your dreams are worth your fight until  
success provides ease.  
Enjoy all parts of the process, for each is  
worthy as are you*

— **Simplify Social Media** —