Introduction to Avatars:

The external marketing process for your business should begin at the end. With the client.

All too often, the marketing message of a business is 'action-focussed' – it tells people what you do. Instead, it should focus on the problems you solve.

The first step in creating a marketing plan for your business is to identify the type of person you're trying to help. Not only is this vital in establishing the problems you'll be solving, but it's also needed to ensure you're getting the right message in front of the right person in the right way.

Your potential client is an 'avatar' – a detailed and intimate description of your ideal client. The sort of person you're trying to attract more of in your business. The sort of person you want to work with.

Chances are, you'll have multiple avatars (different types of people you help). But don't create too many. Two to four is a great place to start. If you make the mistake of going too general and claiming to 'help everyone', you'll actually end up with less clients.

People are looking for a service that solves their unique problem. Go too general, and you won't be able to highlight the narrow band of problems that you're uniquely qualified and experienced to solve.

Sure, the net you're casting won't be as wide, but the quality of the catch will be higher, and you'll have far greater long term retention.

A great place to start when deciding on your avatars, is to look at the people who are already clients of your business. Who are your favourite people to work with? Which people can the greatest contribution to the success of your business (as measured through their contributions to culture, finances, happiness, or any other metric).

Think of that person you'd love to have ten more of. That's your avatar. And again, you can have two to four of these.

So let's begin the process of defining your avatars.

You can use the following headings to begin to define your avatar. For each heading, we'll give an example to help you get your head around what we're looking to define, and will explain why that step is important

The Avatar Exercise:

AVATAR NAME:

Give your imaginary avatar a name.

E.g. Mary Peters

This step is important because we want to make our avatar seem 'real'

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AVATAR PICTURE:

Here, find a stock photo (a headshot) of someone who looks like

how you picture your avatar. This is a great way to give a face to the

avatar.

This step is important because it's easier to build a product for your

avatar and to market to them when we know what they look like.

DEMOGRAPHICS:

This step is important because we need to know who to target.

Age: *(e.g. 55)*

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Gender: *(e.g. female)*

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Generation: *(e.g. Generation X)*

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RELATIONSHIPS:

This step is important because a person's relationships feed into

their values.

Marital Status: *(e.g. Married)*

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Children: *(e.g. 2)*

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DWELLING:

Location: *(e.g. Affluent suburbs, Perth suburbs of Claremont,*

Nedlands, Peppermint Grove, Mosman Park.)

This step is important because we can target our marketing based

on location.

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Home type: (*e.g. House, Four bedrooms, three bathrooms, large*

backyard.)

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WORK:

This step is important because we need to know our avatar's

financial position to ensure the solution we're offering is financially

viable.

Occupation: *(e.g. Stay at home mum, small amount of volunteer*

work.)

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Job title: *(e.g. Mum.)*

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Annual income: *(e.g. $0, but household income [husband works full time] of $150k+)*

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EDUCATION:

This step is important because we need to know the style of language to best express a message to our avatar.

Level of Education: *(e.g. Tertiary)*

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PERSONAL:

Values: *(e.g. Family, loyalty, inclusivity, friends, quality goods and services.)*

This step is important because the product we're offering needs to be in line with what is important to someone.

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Personality traits: *(e.g. Caring, generous, mothering, anxious, uncomfortable with change.)*

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This step is important because people's traits determine how they will act, and whether they're a good fit for your business.

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Hobbies and Interests: *(e.g. Volunteer work, yoga, walking the dog, her childrens' school and sports.)*

This step is important because the product you're offering needs to form a part of the avatar's life.

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Down-time Behaviours: *(e.g. Socialising with friends.)*

This step is important because the product you're offering needs to form a part of the avatar's life.

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Spending habits: *(e.g. Would rather spend more money on quality products and services. Spends a lot on her kids and her own health and social life.)*

This step is important because you want to provide a product the avatar is willing to pay for.

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CONTENT CONSUMPTION:

Sources of content consumption / information. List the types of content, and also specific titles/series etc *(e.g. books, magazines, blogs, websites, podcasts, events, gurus etc).*

This step is important because if we know where people's attention is, we can borrow their attention for marketing and education.

- *E.g. Podcast: The Tim Ferriss Show*
- *E.g. Book: The Power of Habit*
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Social media usage patterns: *(e.g. Very active on Facebook and Instagram, but not Instagram stories. Has an account with some other social networks but isn't an active user.)*

To find this information, Google 'social media report'. For example, 'Yellow' has previously published a useful report (from 2020) which you can find here: https://www.yellow.com.au/social-media-report/

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KNOWLEDGE:

What is your avatar's current level of knowledge of your

product/service? (tick a box)

This step is important because the marketing message we use is

determined by your avatar's current level of knowledge.

☐ Unaware they have a problem

☐ Aware of the problem but not the solution.

☐ Aware of the solution but not aware of you

☐ Aware that you provide the solution.

☐ Most aware (a fan of your product/service).

FUTURE:

Finance/career goals: *(e.g. Would be interested in going back to part*

time work when the kids are a bit older.)

This step is important because we need to help our avatar move in

the direction of their goals.

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Family/relationship goals: *(e.g. Coming up on 20th wedding anniversary with her husband. Would like to continue to support him and their kids.)*

This step is important because we need to help our avatar move in the direction of their goals.

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Health goals: *(e.g. Has a family history of both heart disease and Alzheimer's which affects her parents. Wants to make sure she's doing everything she can to avoid chronic disease. Needs to lose a bit of weight and build better and more sustainable exercise and nutrition habits.)*

This step is important because we need to help our avatar move in the direction of their goals.

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10

Personal goals: *(e.g. Wants to find a new circle of friends in a supportive environment. Would like to get more involved with the school to help support her children. Realises she needs something for herself, instead of just living to support her family, and she hopes a new exercise regime can be this thing.)*

This step is important because we need to help our avatar move in the direction of their goals.

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PROBLEMS:

For this section, match each point from 'Challenges and pain points' to 'What would happen if these pain points weren't overcome?' and 'What would happen if these pain points were overcome?'.

Challenges and pain points (problems that need solving):

List a minimum of 20 of these.

This step is important because if we know our clients' pain points, we can help them solve them. Each pain point also becomes a piece of content we can create to build reputation and trust.

- *E.g. Needs to learn how to build healthy habits.*

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What would happen if these pain points weren't overcome?

This step is important because we want to help our clients avoid potential future pain.

- *E.g. Inconsistent and ineffective habits leading to a gradual but persistent spiralling of her health.*

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What would happen if these pain points were overcome?

This step is important because we want to help our clients improve their future.

- *E.g. Long term health and happiness.*
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What is the perfect solution to their problems? *(e.g. She needs someone who can take her under their wing and teach her what exercise she should be doing and how to eat better. She needs help initially staying accountable, but in the longer term, needs guidance in how to build healthy lifelong habits.)*

This description should perfectly match the service you actually provide. If the service you currently provide is not the best solution for your clients' problems, you either need to reconsider the avatar you're looking to help, or you need to change the service you provide.

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PSYCHOGRAPHIC:

Using everything you now know about your avatar, complete the following sentence. *(e.g. My business is for the sort of person who needs and individualised, health-first approach to exercise).*

This step is important because our clients are not always a certain age/gender (i.e. demographic), but are sometimes a 'psychographic', which may cross different demographics.

My business is for the sort of person who:

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PURCHASE:

Objections to purchasing your product/service: *(e.g. Has tried lots of different gyms before and nothing has 'felt right'. Needs to be convinced that what you offer is a different approach and will be sustainable. Once got injured at the gym so needs to know you have a high level of technical expertise. Although money is not a major issue, she's sometimes hesitant to spend money on herself instead of her kids.)*

This step is important because we want to remove barriers to entry for our clients so we can help them solve their problems.

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Role in the purchasing process: *(e.g. 50/50 decision with husband. He's supportive of her need to make some changes, but he's also wary of the price and questions why she can't just go for a run every morning like he does.)*

16

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What Next?

So now we've defined the avatars for your business. This becomes the basis of all your marketing. Stick up the photos of your avatars in your office or wherever you work. When you're creating content or working on your business, these photos should be in your eye-line as a reminder to constantly deliver the correct message to the correct people. Re-read these avatars often.

With the avatars established, we can now ensure that our marketing is targeted to solve the unique problems of the people we're best positioned to help.