Audience Avatar Worksheet

Client Name:

Date:

The audience avatar is one of the most influential and useful tools in all of marketing, but it should also help guide your product development and improvement efforts. We will use this worksheet to take a deep dive into exactly who our target audience is and how we can best help them.

This worksheet will take some thought, and will never quite be finished. This will be a living document that you will use for years to come. This will enable your business to reach the people who need your help and change the way they think about their problems and about your solution. Used properly, this will make customers feel like you are reading their minds in the ads and content that you produce.

Remember: You don’t need a broad target audience, **you need a well-defined target audience.**

This is the most important step in being able to charge whatever you want and still attract business.

# Messaging

**1. The biggest result I can help my client/customer achieve is:**

| Good overall health for the patient and their families. |
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**2. Describe the best client you’ve ever had/your ideal client if you are just starting**

(What made them pleasant to work with? What made them the perfect fit for your service? What made them get good results? etc)

| Patients that you can educate and tell/show them the importance of oral health. |
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**3. What’s the biggest problem your ideal client has?**

(Describe it in rich detail. Financial. Emotional. Pain.)

| Toothache. Their whole life is disrupted or put on pause because the pain keeps them from focusing on ANYTHING else. Poor oral health leads to pain and makes it harder to enjoy life. Everything is interconnected and their oral health is leading to general health issues. |
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**4. What frustrates your ideal client the most?**

(what is the source of their frustration? Why do they feel that way? What else does it make them feel?)

| Finances, they don’t understand how much our products are and we have to keep our prices about that of our products plus the doctor and his staff's time. |
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**5. What are THE four to five steps for them to achieve success and get results?**

| Keeping up on their checkups, if they need work done getting it done quickly before it gets worse, making sure their family is staying up on their checkups as well. Maintaining good home care between their checkups.  (Fix things before they become problems!) |
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**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

| Toothache.  Worried about kids -- teeth are permanent.  How to pay for the dental work they need? |
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**7. What humiliates/embarrasses your ideal client (moments they are trying to avoid)?**

| Bringing up small issues they may have noticed or are continually having.  Letting anyone see/know about their oral health because they know they haven’t been taking care of themselves like they should. |
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**8. What is the cost of staying where they are right now? How bad can things become if they don’t fix it?**

| Eventually **lose the tooth** or spend a lot of money trying to fix it.  (Dentistry isn’t expensive but neglect is). |
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**9. What is their most urgent, pressing crisis they have to have solved right away (the real pain they’re facing, the thing they need fixed immediately)?**

| Tooth that needs a crown or needs immediate work to stop it from hurting and disrupting their entire life. If this isn’t a crisis now, we need to stop it from ever occurring! |
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**10. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don’t want to do? people? circumstances? chores?)?**

| Keeping up with all the appointments--life has a way of getting busy.  Not knowing who they can trust to take care of their mouth without charging them for unreasonable work.  Oral health/teeth appearance is embarrassing.  Being able to get into the dentist when they need to. |
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**11. What does your perfect client want more than anything else?**

| To have good overall health and be able to maintain it. |
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**12. Explain what you would do if you were in their situation - high level steps. (Share 'what' you would do, not 'how' to do it.):**

| 1. Get my teeth cleaned regularly every 6 months (like clockwork). 2. Learn good dental hygiene practices and abide by them religiously. 3. Watch what you eat/drink. |
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**13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?**

| Big gulps/constantly drinking sugar.  Not being consistent about their preventative care.  People that use their front teeth as pliers. |
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**14. What does your perfect client complain about when they’re with their friends or family (i.e. “not enough money,” “not enough time,” “don’t know how to do something,” etc)?**

| Spouse/family member refusing to take the time to go into the dentist.  Not enough time to go in and take care of their tooth.  Too expensive to go to the dentist.  Not being able to trust the dentist. |
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# Targeting:

**If you aren’t ready to run paid advertising yet, you can skip this section.**

Answer any of the following questions that you feel might help you zero in on the people MOST LIKELY to buy. Inside of the targeting portion of our avatar we do not need to capture everyone that we will be marketing to, but we want to do our best to ensure that the people we are marketing to are only the people who are likely to work with us.

1. **How Old are they?**

| **30-40** |
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1. **What Gender are they?**

| **Female** |
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1. **Where do they live?**

| **Vernal, Roosevelt, Duchesne, Etc** |
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1. **What tv shows do they watch?**

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1. **What books do they read?**

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1. **What influencers do they follow?**

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1. **What events do they attend?**

| **Community events, fair, sporting events,etc** |
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1. **What groups do they belong to?**

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1. **What special occasions do they celebrate?**

| **Birthdays, Holidays, anniversaries** |
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1. **What’s their emergency?**

| **Self/Child being sick or harmed** |
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1. **Where do they hang out?**

| **Rec Center,** |
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1. **What do they do on a free weekend?**

| **Take family on a fun night out, dinner, movie etc** |
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**Parental Status (e.g. All parents, parents with preschoolers, parents with early school-aged children, parents with preteens, parents with teenagers, parents with toddlers, parents with adult children, new parents, non-parents):**

| **All parents** |
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**Things they buy (clothing brands, food/drink, health/beauty, business, home/garden, household products, kid products, pet food, sports, subscriptions):**

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**Types of apps they use the most (Games, social networking, finance/banking, productivity, travel, transportation, education, shopping, sports, etc):**

| **Facebook, instagram,** |
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**Home Ownership (e.g. Home owners, Renters, New Home Owners, First-time homeowners):**

| **Home owners** |
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**Politics (conservative, liberal, moderate, very liberal, very conservative):**

**Favorite Politicians:**

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**Education Level:**

| **High school education +** |
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**Monthly Income:**

| **No max or min** |
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**Workplace/industry:**

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