



Avatar Development Worksheet

Answer all questions with your perfect client in mind. Answer everything with specifics (example, when asked for an age, do not enter a range, enter a specific age). Note, you might have more than one perfect client, if you do, create one worksheet per avatar.

Name This Avatar Ex. Sally the school teacher	
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Core Traits

Age	
Gender	
Where does this person live? (neighborhood/postal code)	
Relationship Status	
Workplace	
Annual Income	
Residence (rent/buy)	
Kids? (How many)	
Education Level	
Hobbies / Interests / Passions	
Other	

Avatar Interests

Name some things this perfect client is interested in.

Business / Industry / Finance	
Entertainment	
Family / Relationships	
Fitness / Wellness / Nutrition	
Health / Medical	
Food & Drink	
Hobbies & Activities	
Sports (play/watch)	
Other	

Avatar Behaviors

Charity / Donations / Volunteering	
Physical Hangouts <i>Where do they like to spend their time?</i>	
Digital Activities / Hangouts <i>Where do they spend their time online?</i>	
Spending <i>Explain their relationship to money. How do they spend their money? Do they use credit?</i>	
Purchase Trends <i>Where do they find value and what do they spend on?</i>	
Other	

Avatar Relationship To You

What is this person's pain point <i>Specifically why do they have a pain that they'll pay for your help with.</i>	
What's the backstory to this pain point? <i>Describe the backstory that makes this pain point something they need to fix.</i>	
How do they feel about this pain point today? <i>What emotions or sentiment do they feel when they think about this pain point?</i>	
How do you solve this pain point for them?	
How do you make their life better?	
What concerns do they feel before joining your gym?	
What would make them pull the trigger on becoming a member of your gym?	
Other	