

**Thought Leaders**  
BUSINESS LAB

**EPISODE 258**

# Your Ideal Client Avatar

**WITH SAMANTHA RILEY & TIM HYDE**

SAMANTHARILEY.GLOBAL

S | R  
SAMANTHA  
RILEY



## Foundations of building a business



One of the foundations of getting your marketing machine working correctly is to create a client avatar.



Most people go through this exercise when they set up a new business or program. But it's usually one of the first that gets forgotten, left aside or doesn't get aligned with what you do in your business.

## Who are you connecting with?



Tim received this question via LinkedIn: "In your opinion, is it okay to use LinkedIn to add people into your network and then pitch them your offer? Or do you think that's spammy and LinkedIn is meant for people to seek you out when they need your services?"

This question comes back to the idea of who is in your network in the first place.



Many people on social media make the mistake of sending an invite with the message "Hey, how are you? Buy my \_\_\_" without any consideration on who the other person is.

Sam's reaction to such messages is, "Am I the right person that you should be speaking to right now?"



It's a good idea not to fill your social media with just friends because many of them may not be in your target market. From a business perspective, there are 4 types of people you should use social media to find:

- Clients.
- Partners.
- Suppliers.
- People who can open the doors to the first three.

This can happen if you connect with the right people and build a relationship that's deeper than the superficial "Hi, buy from me."



## Go beyond just the demographics and touch on the psychographics



People often focus on the demographics of their avatar like:

- Where do they live?
- How old are they?
- How many children do they have?
- How many dogs do they have?
- What type of car do they drive?

This method does not look at a person as a whole.



Avatars should be complex and look deeper into a person. It's a real person with feelings, desires, frustrations. Consider:

- What is their before and after state when they buy into your offer?
- How do they feel at different points of their customer journey?
- How do you make them feel when they first connect with you or when you first make them opt-in to a resource of value?
- What do they want to see from you?
- What is the carrot that encourages your prospect to take the next step?



The customer journey does not follow a connect-and-buy path.

Put yourself in the shoes of your avatar and ask yourself if you would buy from someone the first time you met them. Or, would you like to get to know them a little by consuming their video content or listening to a podcast before you purchase a program?

## Knowing your avatar prevents you from connecting with the wrong people



If you don't focus on your ideal client avatar, you may attract a lot of people that either don't buy from you or who aren't a fit for your programs or services.



## Keep your avatar front and centre

- Continually refer to your ideal avatar, to stay focussed on the right track. Social media algorithms may make suggestions to people who aren't aligned with your ideal audience based on your search behaviour and make you veer off course.
- Give your avatar a name if you need to. Create an avatar for each of your different customers.
- Display your avatar in an obvious place where you and your team can always see.

## “What does Jean want to hear about right now?”

- If you have a very clear idea of your avatar, your work will be faster because you have clarity on what message you want to deliver to them.
- Create a spreadsheet for one avatar, give it a name and create columns for:
  - Getting to know you
  - Discover the issue
  - What the avatar wants to know right now based on the current stage of the customer journey
  - How does the avatar feel

## The client experience starts the first time a person crosses paths with you

- Normally, people think of the client experience at the point of onboarding. But it actually starts the moment a person first sees you or your offer. They already start to make up their minds about you by asking:
  - Do I like this person?
  - Do I agree with their values?
  - How do they make me feel?
  - Do they have an answer to my problem?
  - Can they potentially solve my problem for me?
- So, the experience can happen before you know that person exists.



## The avatar will affect your content at different stages of the journey

▽ The content you create for email sequences for current clients is different from what is in emails to attract potential customers.

Different types of content help move your avatar further along the customer journey until they get to the point of opting out or purchasing.

### Final tips

▽ If you don't know where to start, pick out several great clients and ask them questions to get to know them better. Both their demographics and psychographics.

▽ Your success depends on filling your audience with the right people and understanding the journey you want to take them in.

▽ If you have problems with your leads, go back to your avatar. Revisit it regularly.

**Set yourself up for strong business growth in 2021 with  
a membership to The Experts Collective**

[JOIN NOW](#)