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> ICA WORKBOOK

IDEAL CLIENT AVATAR WORKBOOK

What is an Ideal Client Avatar?

The first step in marketing is to develop an in-depth understanding of your **ideal client**.

An **Ideal Client Avatar (ICA)** is a fictional character that represents your ideal, perfect-for-you client.

It is the type of person who you WANT to work with.

When this workbook is complete, you will have an **ICA** that will help you understand the motivating beliefs, fears, and secret desires that influence your clients' buying decisions.

This knowledge is the foundation upon which all of your marketing efforts will be built.

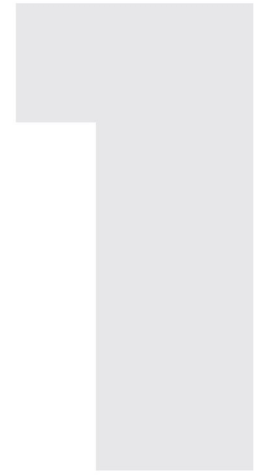
Instructions:

This workbook is a guided journey into the life and psyche of your ideal client.

You will be asked to list many various details about your **ICA**, including their name, age, level of education, annual income, values, beliefs, and many other personal details.

Get very specific with the details when filling out this workbook. No detail is too small.

This will help you put yourself into the shoes of your ideal clients so you can better understand how to connect to and relate with them.



DEMOGRAPHICS

NAME:

AGE:

GENDER:

HAIR COLOR:

EYE COLOR:

HEIGHT:

WEIGHT:

LOCATION:

MARITAL STATUS:

CHILDREN (# AND AGES):





2

BEHAVIOR

LEVEL OF EDUCATION:

HOBBIES:

VOLUNTEER ACTIVITIES:





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WORK

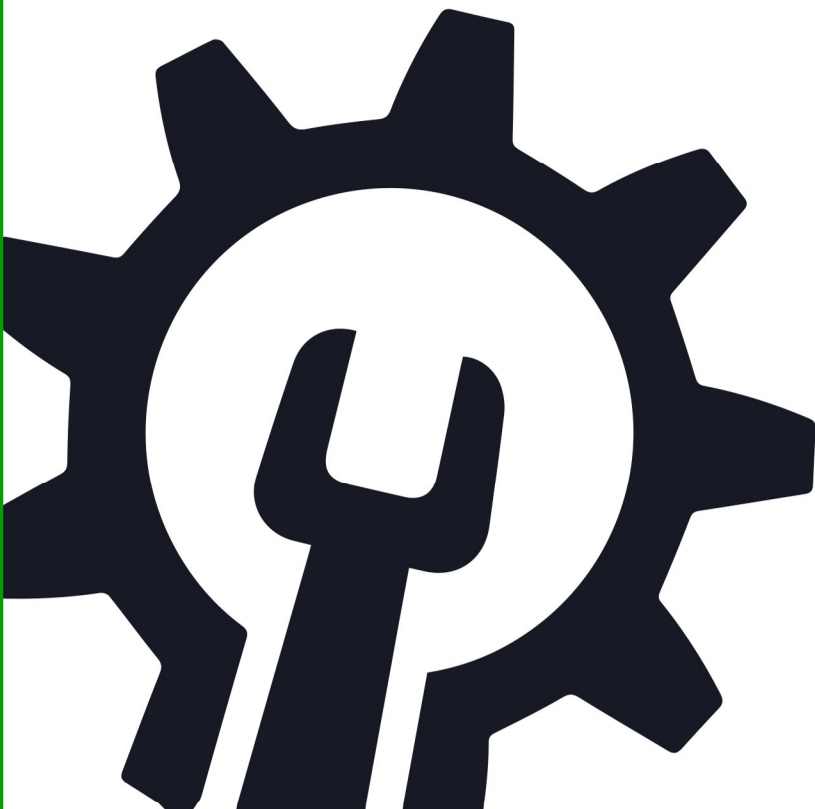
OCCUPATION:

JOB TITLE:

ANNUAL INCOME:

YEARS IN BUSINESS:

NUMBER OF EMPLOYEES:





SOURCES OF INFORMATION



BOOKS:

MAGAZINES:

WEBSITES/BLOGS:

PODCASTS:

SOCIAL MEDIA PLATFORMS:

CONFERENCES:

GURUS:





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VALUES AND GOALS

FAVORITE QUOTES

Three horizontal grey bars for writing favorite quotes.

CORE BELIEFS AND VALUES: What are your **ICA** core beliefs and values?

Three horizontal grey bars for writing core beliefs and values.

PERSONAL GOALS: What does your **ICA** want to achieve in the personal lives within the next 5 years?

Three horizontal grey bars for writing personal goals.

BUSINESS GOALS: What does your **ICA** want to achieve in their businesses within the next 5 years?

Three horizontal grey bars for writing business goals.





BUSINESS CHALLENGES AND PAIN POINTS

BUSINESS CHALLENGES: What problems is your **ICA** facing in their business?

Three horizontal grey bars for writing business challenges.

PAIN POINTS: What keeps your **ICA** up at night?

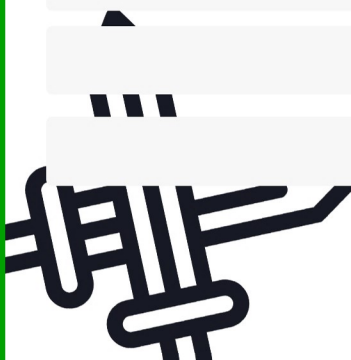
Three horizontal grey bars for writing pain points.

What is the worst thing that could possibly happen to your **ICA** if their problem isn't eventually solved?

Three horizontal grey bars for writing the worst thing that could happen.

What could happen to their career or personal lifestyle?

Three horizontal grey bars for writing career or personal lifestyle impacts.



What could be the financial consequences?

Three horizontal grey bars for writing the answer to the financial consequences question.

What could be the professional consequences?

Three horizontal grey bars for writing the answer to the professional consequences question.

What could be the personal consequences?

Three horizontal grey bars for writing the answer to the personal consequences question.

What is your client secretly afraid of?

Three horizontal grey bars for writing the answer to the client's secret fears question.





OPPORTUNITY

What is the best thing that could possibly happen to your ideal client if their problem is solved?

Three horizontal grey bars for writing the answer to the first question.

What would their “perfect solution” look like?

Three horizontal grey bars for writing the answer to the second question.

What is it that they want more than anything else?

Three horizontal grey bars for writing the answer to the third question.

What would they be willing to pay almost anything for?

Three horizontal grey bars for writing the answer to the fourth question.



How can your services match up to your **ICA's** real needs and desires?

Three horizontal grey bars for text input.





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OBJECTIONS TO THE SALE

What would prevent your **ICA** from deciding to work with you?

How can you overcome these objections?





CREATE A SHORT STORY ABOUT YOUR **ICA**

Read back over all the details you've outlined about your **ICA**. Write a short story about a typical day in the life of your **ICA**.

What do they do? What does their routine look like?

What problems do they have throughout the day? How does these problems make them feel?

What opportunities do they have? What would they be able to accomplish if they could better manage their time?

Understanding the answers to these questions help you figure out how you can best serve your **ICA**.



Writing area consisting of 12 horizontal grey bars for text entry.

