



## **GEMS Business – Avatar Creation Worksheet**

What is an Avatar? Basically, what you are doing here is helping yourself define very clearly the ideal client – the person that you want to reach out to and work with. Spending a little time on this allows you to be precise in the way that you are marketing and invest your time and money in the best way possible. Does this feel silly for some people? Maybe a little. After all, in some ways this is basically the adult equivalent of creating an imaginary friend. A couple things that it might be helpful to remember:

- 1) There are no wrong answers. This is about who you want to work with, so don't worry if it sounds a little odd when you write it all out. We're not trying to please everyone – maybe the oddballs are your ideal clients and that is totally ok. In fact, when putting this together you may want to actually focus on some of the ways that your avatar is different from the people around them. Knowing how they are quirky and what sets them apart from the crowd is what allows you to connect with them on a deeper level.
- 2) This can be fluid and can change. You are not stuck with this indefinitely. You can add things, and take them away as you grow. You can add more avatars in the future to represent the various aspects of your business. You my friend, have options, so don't be afraid to jump in and have fun with this.

### **The basics:**

Gender:

Age:

Marital status:

Children (Number? Ages? Special needs or characteristics?):

Income:

Education (while this traditionally means high school, degree, etc, here it can also refer to how well the individual understands kinesiology work or holistic health in general):

Employment role:

To make this whole process easier for yourself, give them a name:

### **Going Deeper:**

Goals (what do they want?):



Objectives (why do they want these things? What are they trying to accomplish?):

Values (what matters?):

Pain points / problems that need solving:

Current sources of information: Books, magazines, websites, conferences, gurus, etc.

Where do they spend their time? What are they doing when they aren't at work?

What about what you do would appeal to them?

What are their possible objections?