

# KNOW YOUR NICHE

What about your products or services are you most proud of?

What do you do better than your competitors?

What is something you or your company would never source out for?

Outside of making a profit, why does your company exist, what is its purpose or story?

# KNOW YOUR NICHE

Based on your niche, what attributes does your ideal client have?

What are your ideal clients biggest pain points?

What are your ideal clients greatest goals or desires?

What conversations are running through your clients mind about these challenges and desires?

# IDEAL CLIENT AVATAR

Gender:

Age:

Marital Status:

Children:

Occupation & Job Title:

Income:

Location:

Interests or Hobbies:

Clubs/Organizations:

Goals:

Social Media Interaction:

Values:

Role Models:

Challenges:

Education:

