

IDEAL CUSTOMER *Worksheet*

Let's Think About Your ICA (Ideal Customer Avatar)

Basics

Avatar Name: _____

Make it something easy to remember like "Small Biz Sally."

Bio:

Include a brief bio for your avatar to help you remember some of the finer details.

Fears:

No, not like spiders. Why would your ICA hesitate to hire your kind of business? What keeps them up at night?

Pain Points and Frustration:

What really irritates your ICA so much that they would hire you or your company?

How You Can REALLY Help:

How would your product or service really help them? What would they say the biggest benefits are?



Summary Notes

Job Keywords:

List the job titles of your ideal customer. Be specific!

Job Experience:

Are they new in their career? Are they a seasoned professional? Are they transitioning to another position?

Gender Identity:

Is your ideal customer more likely a specific gender?

Family:

Does your ideal client have kids? Are they divorced? What about pets?
