

START•UP ESSENTIALS

DREAM CLIENT CUSTOMER AVATAR WORKSHEET

Purpose: This worksheet is designed to help you intentionally define, visualize, and attract your *dream client*. Complete it slowly and thoughtfully. The clarity you gain here will shape your messaging, offers, funnels, content, and business direction.

SECTION 1: WHO IS YOUR DREAM CLIENT?

Choose intentionally. This is about who you WANT to serve—not simply who shows up.

1.1 Avatar Identity

Avatar Name:

Gender:

Age Range:

Location (Country / City / Region):

Family Status (single, married, children, etc.):

Education Level:

Occupation / Role / Title:

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1.2 Current Life & Business Stage

Business Type / Industry:

Annual Income or Revenue Range:

Years of Experience:

Skill Level:

Beginner Intermediate Advanced

Team Size / Structure:

1.3 Psychographics (Mindset & Inner World)

Core Values (what they prioritize in life and business):

Personality Traits (circle or write):

Driven / Analytical / Creative / Empathetic / Disciplined / Visionary / Practical / Other:

What Energizes Them?

What Drains or Exhausts Them?

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1.4 Passions & Interests

Professional Interests (skills, topics, tools, strategies):

Personal Interests (hobbies, lifestyle, leisure):

Causes or Missions They Care About:

1.5 Goals, Dreams & Desires

Primary Goal (next 12–36 months):

Ultimate Dream Outcome:

What Does “Success” Look Like to Them?

Legacy They Want to Leave:

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1.6 Pain Points & Frustrations

Biggest Current Challenges:

What They've Tried That Didn't Work:

Unspoken or Hidden Frustrations:

What Keeps Them Up at Night?

1.7 Readiness & Commitment

Willingness to Invest in Solutions:

Low Medium High

Mindset Orientation:

Short-term Long-term Growth-focused Impact-driven

Responsibility Level:

Takes ownership Needs guidance Resists accountability

1.8 Visual Representation

Keywords to Search for an Image That Represents Them:

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Description of the Image You Selected:

(Attach this image in the space below and keep it visible when creating content or offers.)

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SECTION 2: WHERE CAN YOU FIND THEM?

If you know the WHO, the WHERE becomes clear.

2.1 Online Platforms

Check all that apply:

Facebook Instagram LinkedIn YouTube TikTok X (Twitter) Other:

2.2 Communities & Groups

Online Groups / Forums / Communities:

Masterminds / Memberships / Networks:

Events, Conferences, or Workshops They Attend:

2.3 Content They Consume

Blogs / Websites:

Podcasts:

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YouTube Channels / Creators:

Email Newsletters:

2.4 Media Preferences

News & Media Sources:

Business Industry-specific Faith-based Lifestyle Other

Books They Read or Authors They Follow:

Influencers / Thought Leaders They Trust:

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SECTION 3: WHAT BAIT WILL ATTRACT THEM?

Your bait should repel the wrong people and magnetically attract the right ones.

3.1 Awareness Level

What They Already Understand About the Industry:

Language, Terms, or Concepts They Know:

What Beginners Wouldn't Understand (But They Would):

3.2 Ideal Bait Formats

Check all that apply:

Book Guide / Playbook Case Study Advanced Training Toolkit / Templates Workshop Audit / Assessment

3.3 Bait Focus

Problem the Bait Solves:

Result or Outcome the Bait Promises:

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Why This Bait Clearly Signals “This Is for Me”:

3.4 Bait Qualification Test

If someone consumes this bait, it means:

They already _____

They value _____

They are serious about _____

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SECTION 4: WHAT RESULT DO YOU WANT TO GIVE THEM?

A business exists to deliver transformation, not just products.

4.1 Ultimate Transformation

Before (Current Reality):

After (Desired Reality):

4.2 Pinnacle Outcome (If Money Were No Obstacle)

What Would You Do to Guarantee Their Success?

What Systems, Support, or Structures Would You Build for Them?

What Would Their Life or Business Look Like at the End?

4.3 Long-Term Client Journey

Entry-Level Result You Provide:

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Mid-Level Result You Provide:

Premium / Elite Result You Provide:

4.4 Proof of Impact

Measurable Outcomes You Aim to Deliver (check or list):

Revenue Growth Time Freedom Clarity Consistency Scale Impact

Other:

FINAL CLARITY STATEMENT

Complete this sentence clearly and confidently:

I exist to help

go from

to

Use this completed worksheet as a reference whenever you write copy, create content, build offers, or design funnels. If your message does not speak directly to this avatar, refine the message, not the avatar.

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