

DONE FOR YOU Coaches, Consultants, Course Creators & Service Providers Customer Avatar Map!

IMPORTANT: Use this as a framework and make sure you apply ALL action steps inside module #1 of C.A.A so you can DEEPLY understand your core customer / client avatar!

The better you know the customers / clients you are TARGETING the better you can INFLUENCE them to TAKE ACTION within your marketing and sales material!

Coaches, Consultants, Course Creators, Service Providers Map!

Name - (*Give Your Male & Female Customer Avatar a Name*) e.g. Bob & Jill!

Age - 30 – 60+ Years old

- Worked 10 - 20 years in a job (*mainly corporate jobs*)
- Wants respect and status
- Has up and down income (*Struggles to get qualified appointments & clients consistently*)
- Been in business for 1 - 3 years +
- No predictable income due to info overwhelm
- Income not reliable
- No proven streamlined lead generation & appointment booking system
- Had some success but missing pieces of the puzzle
- No optimized funnel
- No predictable way to book sales appointments
- Struggles to focus on one traffic method + lead generation method
- Not building an email list
- Not building their buyers list

- Willing to work hard but don't know the steps by step action plan
- Doesn't understand KPI's or has not mapped them out.
- Doesn't have an automated delivery system to help the little clients they've got get results!
- Fears of not being enough for kids and doesn't have enough security
- Worried A.I will replace their job if they still have one!
- Feel like they've been scammed by government and societies system - School, college, degree, debt, 9-5 job in corporate, work 40 hour per week for 40 years and then become free for 11 years and barley live off a measly pension / 401K
- Frustrated of not having time freedom to spend with family e.g. dropping kids off to school and being able to pick them up
- Missed kids growing up because of over working.
- Struggling to close sales over the phone or via emails and DM messenger chat.
- No fulfilment. Unfulfilled status - Feels inferior
- Makes \$40,000 - \$100,000+ per year Has 1-3 kids and but has a deep fear that they are rubbish parents like their parents were rubbish to them.



