

Making words work for you

Your client avatar

A client avatar is a picture of what a typical client (or an ideal client) looks like.

Building a client avatar will help you see your clients as real people with real lives, real fears and real successes. When you can picture this you'll find it easier to write copy that appeals to them.

These are the sorts of things you should 'know' about your client avatar:

Their gender:

Their age:

Their location:

Their education:

Their income:

Their occupation:

Their shopping habits:



Their interests:

Their motivations:

Their fears:

Finally, give your client avatar a name: