



Client Avatar Template



Who is your perfect client?



Avatar name _____

Age _____

Gender _____

Location _____

Martial Status _____

Education Level _____

Occupation _____

Annual Income _____

Interests _____

Lifestyle _____

Personality Traits _____





Client Avatar Template



Who is your perfect client?



Hobbies _____

Preferences _____

Challenges _____

Goals _____

Sources of Information _____

Pain Points _____

Objections _____

Backstory _____

Additional Notes _____





Client Avatar Template



Who is your perfect client?

The deeper you can go on this client breakdown the better you can message and market to them.

If you were afraid of heights, no amount of marketing is going to get you to bungee jump. I would waste my money marketing to you.

No amount of marketing is going to make me go in for a haircut since I have almost no hair.

Similarly, trying to market your knowledge of the condo market to people only want acreage is a waste of your time and money.

If you understand the pain points of someone trying to buy acreage, a condo, or any of those things and you market to that, they will feel you know them. If feel understood, they will trust you.

I know there is some hesitancy on getting to niche or narrow. The fear is that people will think you only do that one thing. That is rare. What will happen is that people see you excel in an area and assume you can do anything in real estate. That focused marketing gets their attention.

