

SHY THOUGHTS TO SAVAGE CONTENT



CLIENT AVATAR AND YOUR WHY

[HTTP://WWW.ACHIEVHERPERFECTION.COM](http://www.achievherperfection.com)

*"Life is 10%
what happens
to me and
90% of how I
react to it."*

—Charles

Swindoll



WHAT TO EXPECT:

Creating Your Client Avatar

Keyword Library

YOUR IDEAL READER

Who are you really writing for? Create your ideal reader profile below

Name: Age:

Gender: Location:

Occupation:

Income:

Relationship status:

LIKES

Blogs they follow: _____

Dream Job: _____

Favorite TV show: _____

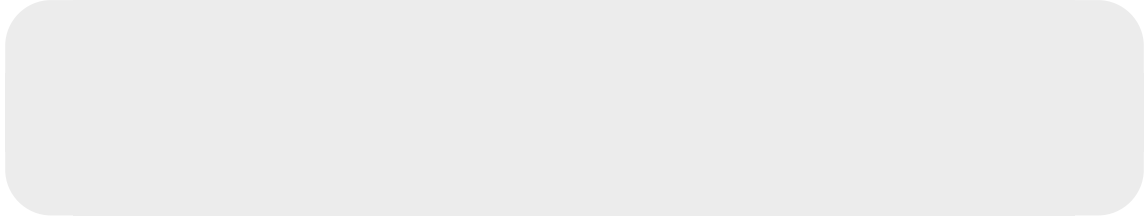
Guilty Pleasures: _____

Favorite dish: _____

Their favorite type of music:_____

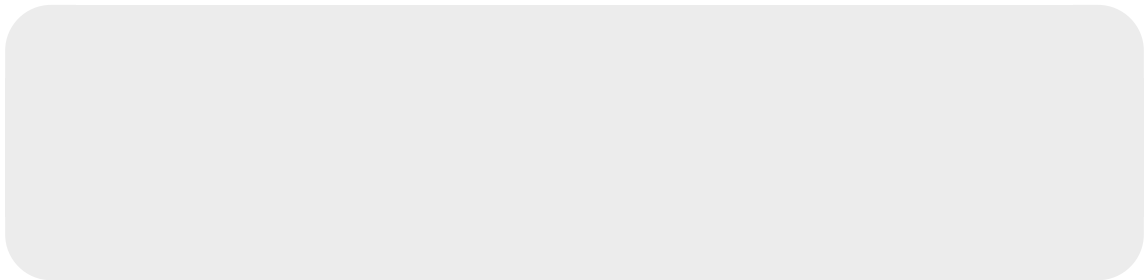
What do they typically splurge on:_____

Hobbies:

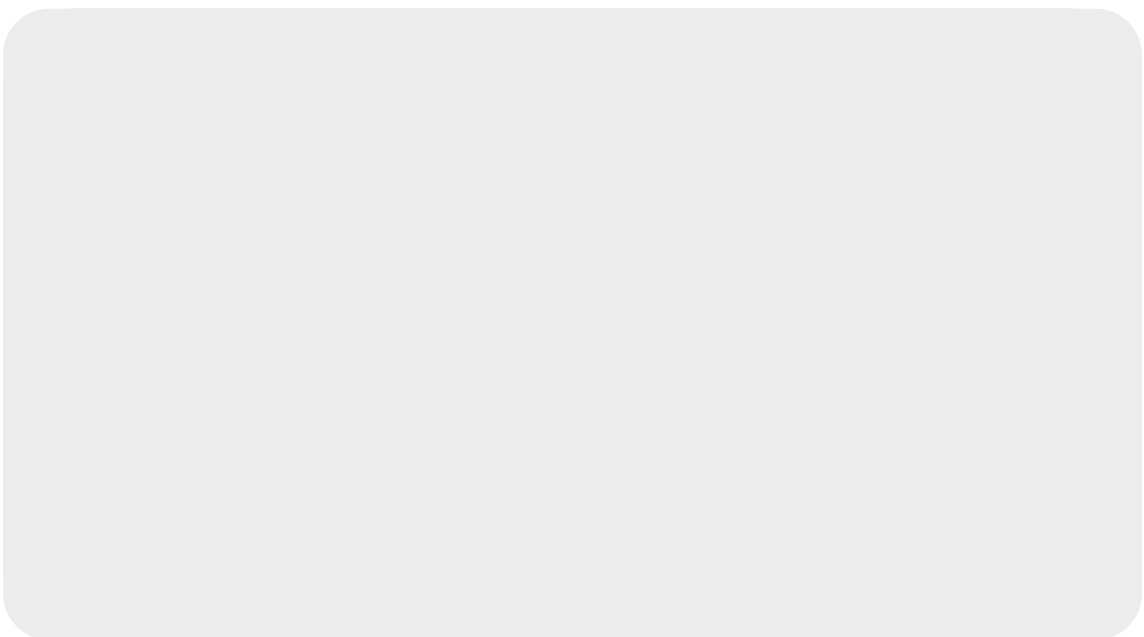


Not so great

What stresses them out the most?



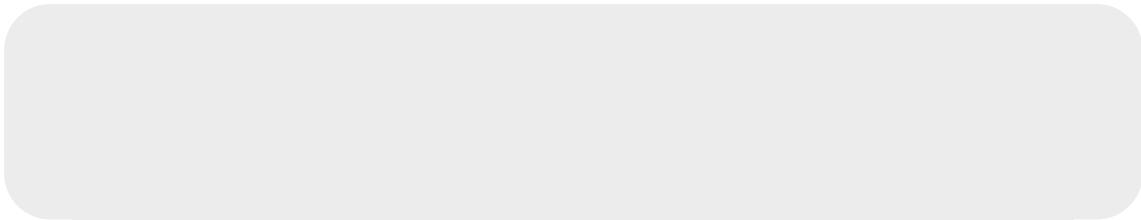
What do they worry about most nights?



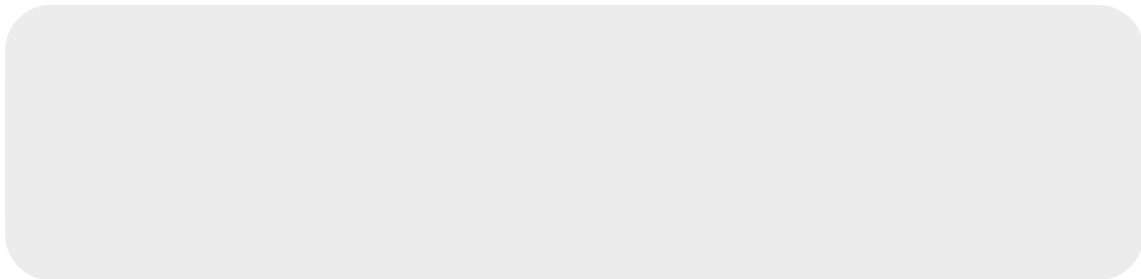
Biggest Pet Peeve: _____

Personality

What social media channel are the on most?

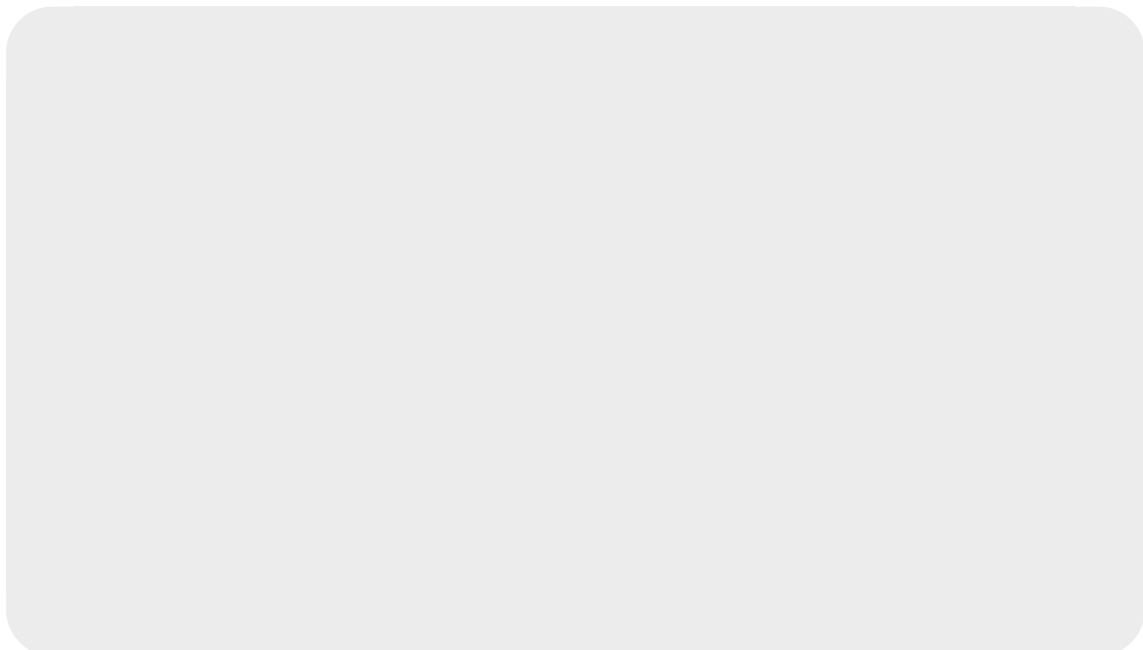


How would their best friend describe them?



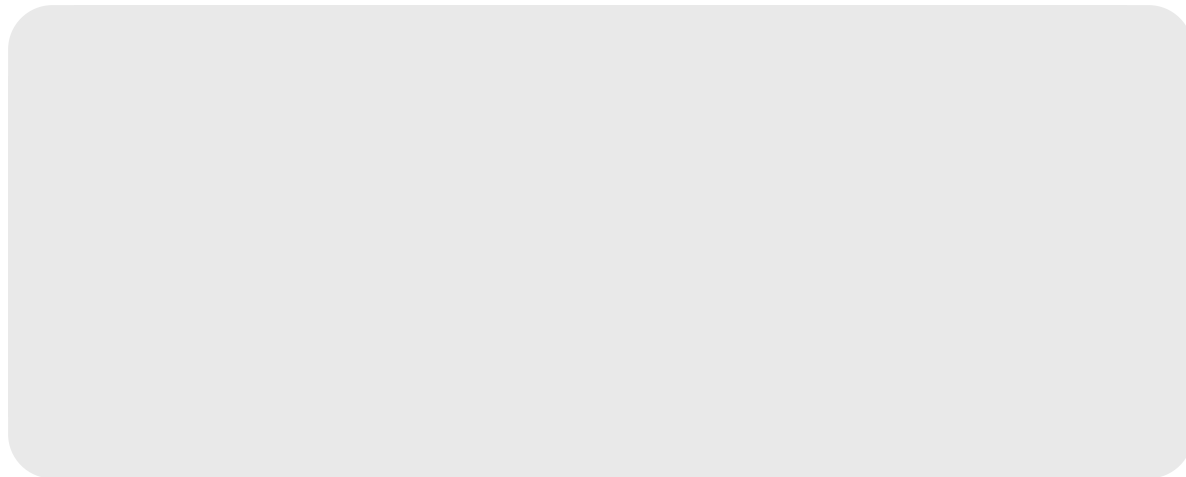
Reader Avatar

With the material you've just collected who is your ideal client. Create a synopsis of who your ideal reader is including their pain points and struggles.

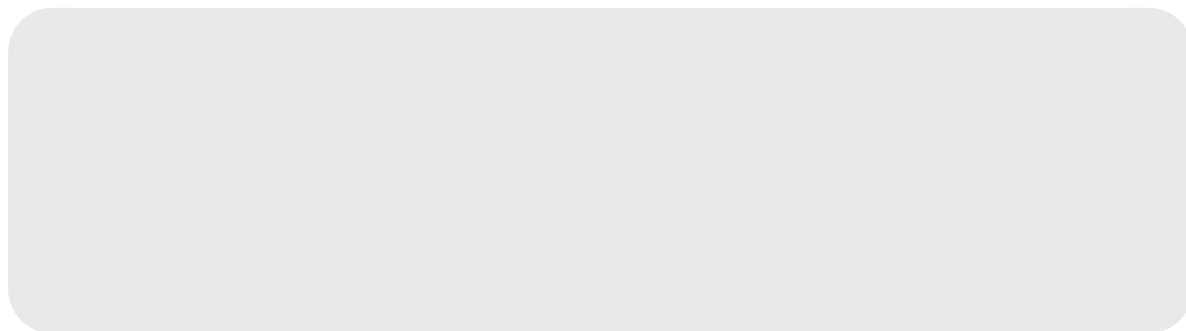


*YOUR BLOG
SERVES AS AN
ASSISTANT TO
YOUR IDEAL
READER*

What can you offer your ideal reader?
How are you solving their problems?

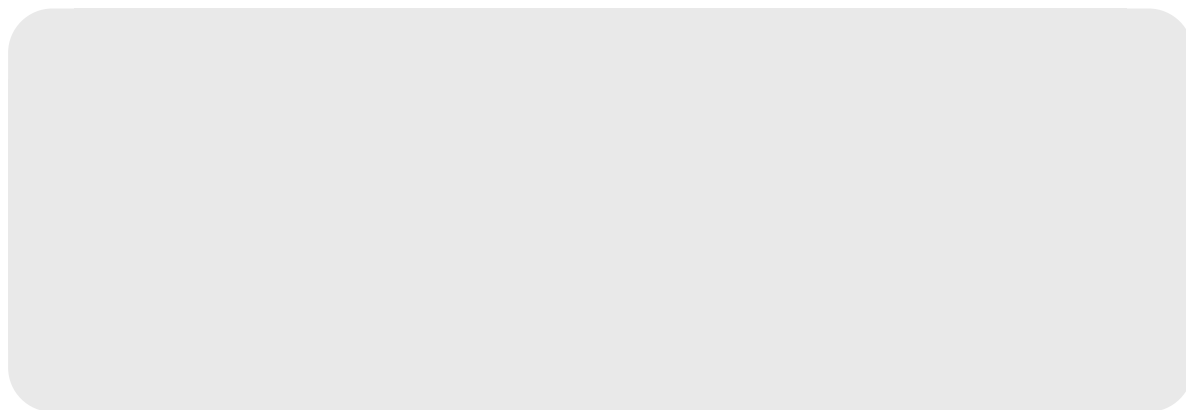


#1 Reason why your ideal reader
tunes in to your blog?



NICHE CLARITY

What do people often ask you for
help with? List all of the questions
they may ask.

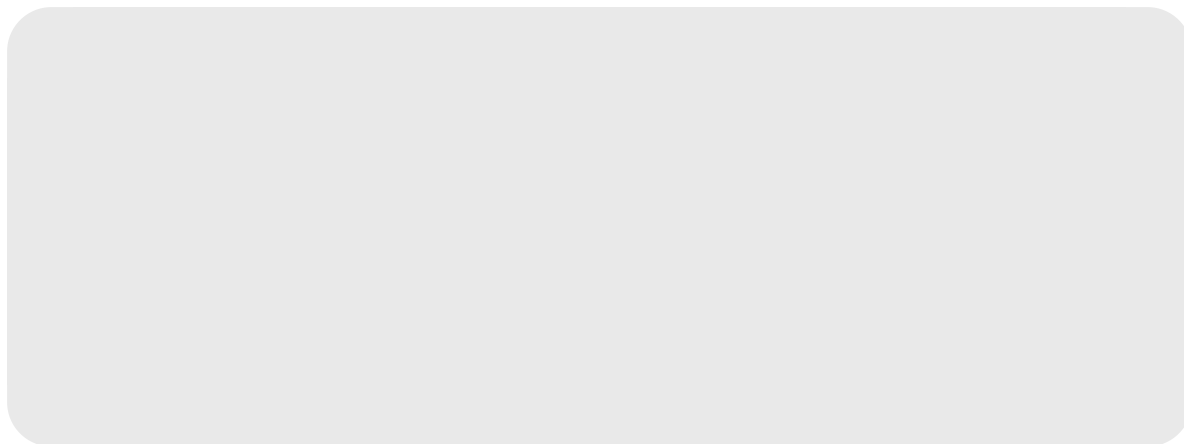


What are you passionate about?

What do you specifically want to help people do?

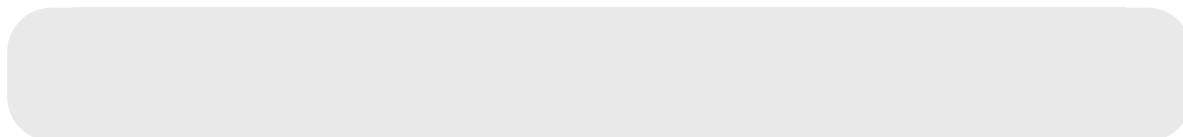
List of words your ideal reader frequently uses to describe their pains?

List of words your ideal reader frequently uses to describe their successes?

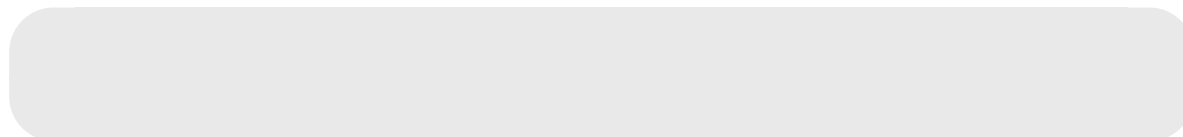


Use these keywords above in the future when you are creating post. These words will attract your ideal reader as they provide solid connections for your reader!

My Niche is:



My target audience is:



I specifically help readers to:

