



IDEAL CLIENT  
**AVATAR**

# IDENTIFY PROBLEM

\$100K

# SITUATION

*Describe your avatar's problem in detail:*

# QUALIFICATION

*What is it costing them in the 3 currencies of money, effort & time?*

# FRUSTRATION

*What is the emotional impact of them? What is the cost if nothing changes and things stay the same?*

# CLIENT JOURNEY



## BEGINNING to END:

- What's their life like when you first meet them?
- What are their pain points, frustrations & fears?
- What's their life like at the end of your class?
- What benefits have they received?

3 Frustrations

3 Wants

1 Fear

1 Aspiration



# CLIENT JOURNEY

BEGINNING

END

**END PROMISE**



# NOTES

# NOTES

# ACTION STEPS

