

## Module 1

### *Lesson 3: Client Avatar*

Today we're really going to be talking about one of the most important things that you need to know as a business owner and that's what's called your 'client avatar.' Now, client avatar means a fancy schmancy word but really who's your ideal, prospect and who's going to be your ideal client. So I want to talk about as a lesson outcome how to define your ideal client or your ideal client avatar. There's 2 major areas that I want to cover.

1. Understand what is an avatar. What is your ideal client?
2. To make sure that we use a narrow and deep approach

With your client avatar, let's start it. What is a client avatar? Number 1 is your client avatar is your ideal client and let's paint a picture of what your ideal client is. Your ideal client is probably somebody that loves exactly what you have to offer whether it's a product or a service they absolutely just go, "hey whatever it is that you are selling, I'm out for it. It's going to be cool." Your actual ideal client is somebody that pays on time or before time and they never haggled you on price, let me say that again, they NEVER haggle you on price. They're the right client that you want. They respect you, they love your pricing, they see that as value, they see that as fair - not necessarily the cheapest because you don't want somebody as a client avatar that's always the cheapest. Cheap, cheap, cheap, cheap, cheap, cheap! It's funny they sound like birds chipping away, right? So you know the ones, you know exactly the type of person that I'm talking about. I could see you shaking, nodding your head. So having an ideal client is that, and by the way another an ideal client is somebody that loves to share your business with other people, they love to connect you with other people that could be possible prospects for you for your business. What's the narrow and deeper approach? Let's think about this for a second, if you're a business owner as an example, let's say you're a naturopath and you sell natural therapies because that's what you do. Well a lot of naturopaths, the biggest mistake that they make is that they go, 'I can help everybody' and I've got no doubt that your product and your services can help if you're a naturopath. If you've taken the right potions, if you take the right exercise, if you take the right nutrition, if you take the natural pills, whatever it maybe for you. Guess what I've got no doubt that you could probably help literally everybody on the planet. But the truth of the matter is, that's what's called the wide and shallow approach. It's too big a range of someone. So when it comes to your client avatar, what you want to do is you want to take a narrow and deep approach. You want to go from wide and shallow to narrow and deep and here's what I mean. As an example, if you're a naturopath come back to that, you'll probably not going to work with interstate long haul truck driver who gets to stop at truck stops. I don't think there's a lot of organic food going on there, I could be mistaken, but I doubt it as somebody who's pushing their body to the limit because they're never exercising, they're sitting down 20 hours a day in the truck, they're trying to take pills so that they don't fall asleep. It's a hard life. In other words, maybe this isn't the ideal person because they don't see value in that. However, let's think about the ideal client avatar. Let's say that as an example you specialise in post-baby recovery and you're a naturopath. So what you do is help people with weight-shifting programs, you help people with nutrition programs, you may help with their body recover again through treatments, whatever it may be as a naturopath, as an example, you could probably specialise in that particular avatar so all you do is anybody that had a baby and wants to get back into shape again after that baby. See how narrow and deep that is. Perfect! Now by the way if you've become that, you attract that avatar to you, you actually become what - the specialist in that arena. Now let's think about it like this - there's GP that sounds like you know wide and shallow and then the specialist, narrow and deep. I can tell you there's plenty of GPs that refer away to specialists because why? They specialise in particular part or a service or a product that then they could be helped or they can help their client avatar with and that's what they're known for. You see having an understanding of an avatar itself which we're going to cover in another module having an understanding of an avatar itself and going narrow and deep is critical. So I want you to start and think of what are the things that you need to design right by understanding your client. What traits do they have? What shopping habits do they have? What type of people are they? You know what type of interests do they have? What type of maybe concerns that they have? And maybe what are their deep worries that you need to make sure that you address. You can't help everybody you want to go narrow and deep. That's the critical part. Cool? Now, 2 super easy takeaway, is number 1 get really clear on your avatar. The more research you do on your avatar, the better it is. Here's a little trick, ask your existing client. That's already the avatar. Ask them who they are, why they bought from

you, what their interest are, what their challenges are, super easy they're already there. If not, guess what you can use social media. There's so many people out there that can help you with those answers, it's cool. Number 2, use a narrow and deep approach. As usual make sure that you fill in the google form so we know that you are on track and if you need help with this, we're definitely here to help. Send us an email at [ask@nickpsaila.com](mailto:ask@nickpsaila.com) or check us out on the Facebook page.

Congratulations! You've actually finished this module and I hope that you're as excited as what we are. Man we can't wait there's so much more great information that's coming here. You're going to learn stuff, you're going to interact with us but we love it! You know what - it's time for that little pat on the back, crack out the vino or spirits or champagne. If it's water that you drink, crack out the water and just celebrate! Doesn't have to do anything big but I want to congratulate you already for going through to the end of this module. And I look forward to seeing you on the other side. Bye for now!