Audience Avatar Worksheet

Client Name:

Date:

The audience avatar is one of the most influential and useful tools in all of marketing, but it should also help guide your product development and improvement efforts. We will use this worksheet to take a deep dive into exactly who our target audience is and how we can best help them.

This worksheet will take some thought, and will never quite be finished. This will be a living document that you will use for years to come. This will enable your business to reach the people who need your help and change the way they think about their problems and about your solution. Used properly, this will make customers feel like you are reading their minds in the ads and content that you produce.

Remember: You don’t need a broad target audience, **you need a well-defined target audience.**

This is the most important step in being able to charge whatever you want and still attract business.

# Messaging

**1. The biggest result I can help my client/customer achieve is:**

| Helping their child become independent.  Help family function effectively while fulfilling their child’s needs. |
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**2. Describe the best client you’ve ever had/your ideal client if you are just starting**

(What made them pleasant to work with? What made them the perfect fit for your service? What made them get good results? etc)

| Involved and willing to implement the interventions that we recommend for their child.  Looking for ways they can help at home.  Open to trying new things.  Takes initiative.  Willing to fight for their kids. Willing to speak up when they see something is wrong. Willing to do hard things: with their education, with their therapy – Whatever it takes & not afraid to be the “karen”.  Trust us & our judgment.  —-----  Children willing to try new things.  Children who are children, they are alright with playing and having fun. |
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**3. What’s the biggest problem your ideal client has?**

(Describe it in rich detail. Financial. Emotional. Pain.)

| Don’t know how to care for their child. Lack of knowledge. It makes them feel helpless.  Overwhelmed with finding a good place for their child to learn. Afraid & Confused because they really want what is best for their child.  Don’t know how to find someone who cares for, loves, and accepts their family and their child.  **They feel inadequate** & feel like a failure because their child screams for hours on end and they can’t take care of their basic needs.  They feel exhausted and beaten down because there is no rest/reprieve. |
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**4. What frustrates your ideal client the most?**

(what is the source of their frustration? Why do they feel that way? What else does it make them feel?)

| Child can’t do the things they believe their child can do.  Child can’t take care of their own basic needs.  At the park and all the other children and jumping and playing and your child is screaming because… (a bus drove by, another kid was laughing too loud, etc) |
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**5. What are THE four to five steps for them to achieve success and get results?**

| 1. They have to allow others to help/into their family. 2. Reach out to JungleJym Academy and schedule an appointment. 3. Ask their doctor for a referral. 4. Be consistent in coming 5. Be involved - Know what is going on in therapy and classroom & carry out the instructions given by the therapist/teacher. 6. They have to allow others to help/into their family. 7. Reach out to JungleJym Academy and schedule a time to meet the teacher (bring your kid). 8. Enroll their child in JungleJym Academy. 9. Be consistent in coming 10. Be involved - Know what is going on in the classroom & reinforce the things your child is learning. |
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**6. What keeps your perfect client awake at night (worrying, fearful, anxious)?**

| Their screaming child.  Their child will never be independent.  Wanting to give their child the best possible life.  They worry about their child being accepted by both adults and other children.  “Is my child making friends?” |
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**7. What humiliates/embarrasses your ideal client (moments they are trying to avoid)?**

| Other children at the same age are doing more advanced things/more independent.  Child misbehaving in public – It’s normal for kids to misbehave in public, but it’s way over the top  Having to leave the store & not get groceries because their kid is having a melt down. |
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**8. What is the cost of staying where they are right now? How bad can things become if they don’t fix it?**

| Child gets worse or stays the same & gets further and further behind their peers.  As child grows, progress gets slower, so the earlier we get them the earlier we can create new neural pathways and new ideas.  Children will always be developing skills and finding ways to do things, if we can catch them before they learn bad ways of doing things it is much easier to teach them good ways of doing things. |
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**9. What is their most urgent, pressing crisis they have to have solved right away (the real pain they’re facing, the thing they need fixed immediately)?**

| Changes day-to-day – they just want help for the child and they want them to be successful & happy. |
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**10. What are the top 3 things that frustrate your perfect clients on a daily basis (is it doing things they don’t want to do? people? circumstances? chores?)?**

| 1. Not being able to take care of their child’s basic or simple needs (bathing, feeding, dressing, etc) 2. Not being able to communicate with children 3. Teacher doesn’t communicate their child’s needs or only communicate negative things about their child. 4. Their child hates going to school. 5. Not feeling like their child is developing social skills or making progress |
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**11. What does your perfect client want more than anything else?**

| To see their child grow into their full & unique potential. |
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**12. Explain what you would do if you were in their situation - high level steps. (Share 'what' you would do, not 'how' to do it.):**

| 1. Accept the fact that you need help and be willing to accept people who want/can help into your family. 2. Research preschools/therapy centers capable of meeting your child’s needs. 3. Make sure the schools/center’s you are looking for have a reputation for providing individualized services (every child is unique), being fun/enjoyable, and striving to connect with the family. 4. Reach out to the school/therapy center and get a referral from doctor if necessary. |
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**13. What is the BIGGEST MISTAKE your perfect client is making right now (related to the problem you solve)?**

| Waiting for their doctor to recommend they see a specialist instead of asking about it or reaching out to a therapist.  Worrying about their child mistreating their teacher/therapist – they wipe their nose on their therapist, they puke in our laps, it’s okay! We’re used to it & it’s part of our job. We love them and want to help regardless.  Not getting their child in early enough.  Pushing their child because they are worried they are going to be behind.  “My brother didn’t walk until he was 3, that’s fine!” |
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**14. What are the “sacred cows” or false/limiting beliefs that your potential clients hold towards your products or services?**

| Feeling that their child needing help is a sign of weakness – Therapy isn’t a bad thing. It is a healthy and happy thing..  Believing that their child doesn’t need pre-school - every kid has unique needs and they need a pre-school that will adapt to their specific needs. |
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**15. What does your perfect client complain about when they’re with their friends or family (i.e. “not enough money,” “not enough time,” “don’t know how to do something,” etc)?**

| Never have time for themselves.  Not having time for their other kids/spouse.  Lack of knowledge – Don’t know what to do. “I’m doing everything that I can and don’t know what else to do”.  Medical bills/expensive to take care of a child. |
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