



CREATE YOUR CUSTOMER AVATAR

by Mindy Iannelli

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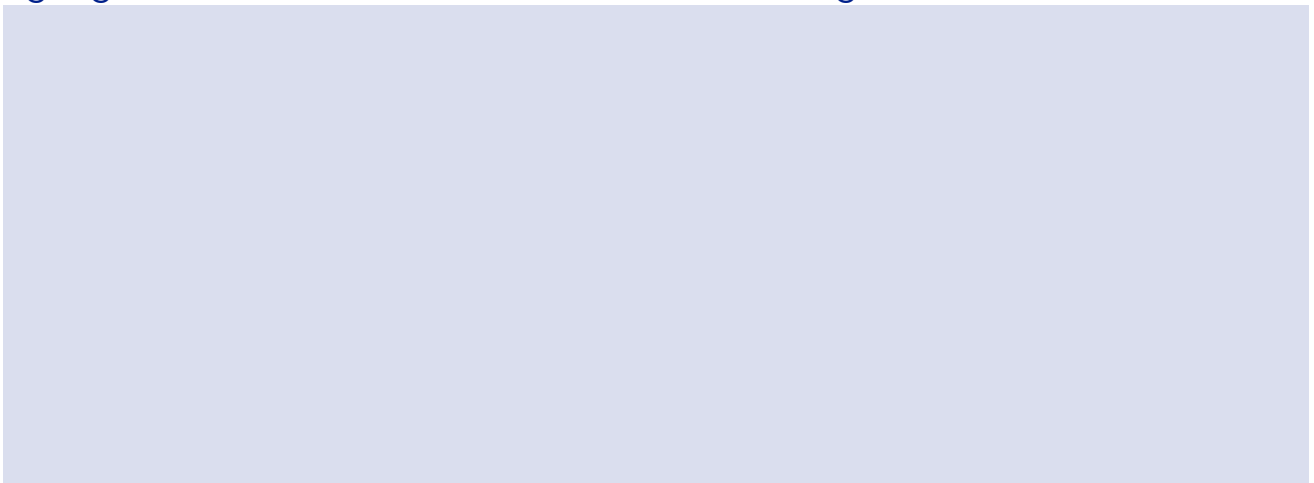
Your Avatar

It's important to know who your ideal client is. That person who needs your product or service and will benefit from doing business with you. You may have one type of person for your entire business or you may have separate avatars for different products and services you offer. For now, just pick one to focus on.

Give your Avatar a name: _____

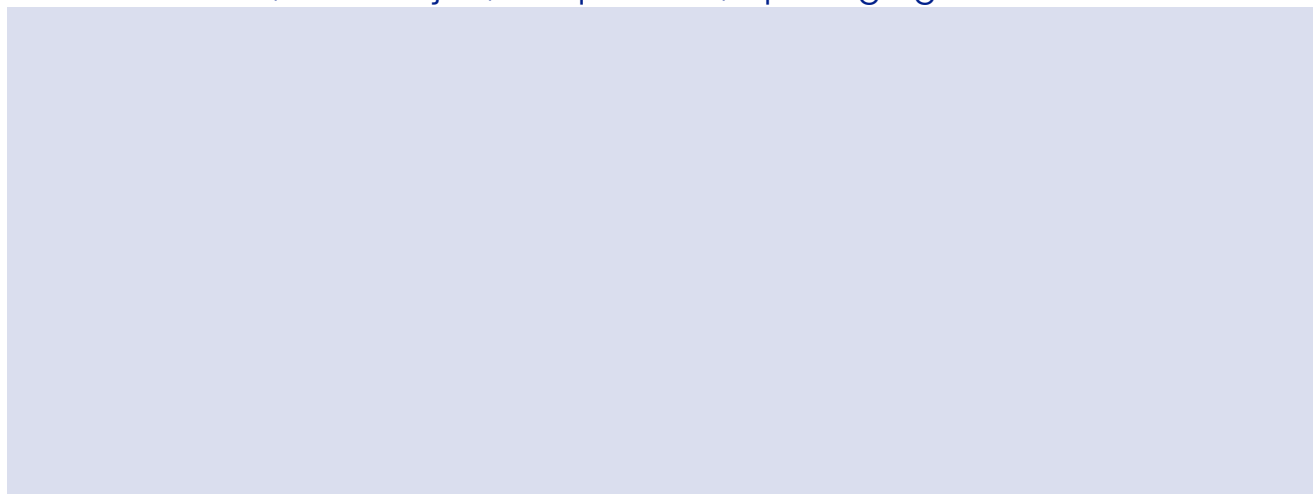
Demographics:

Age, gender, marital status, children (# and age), location, income...



Career and Education

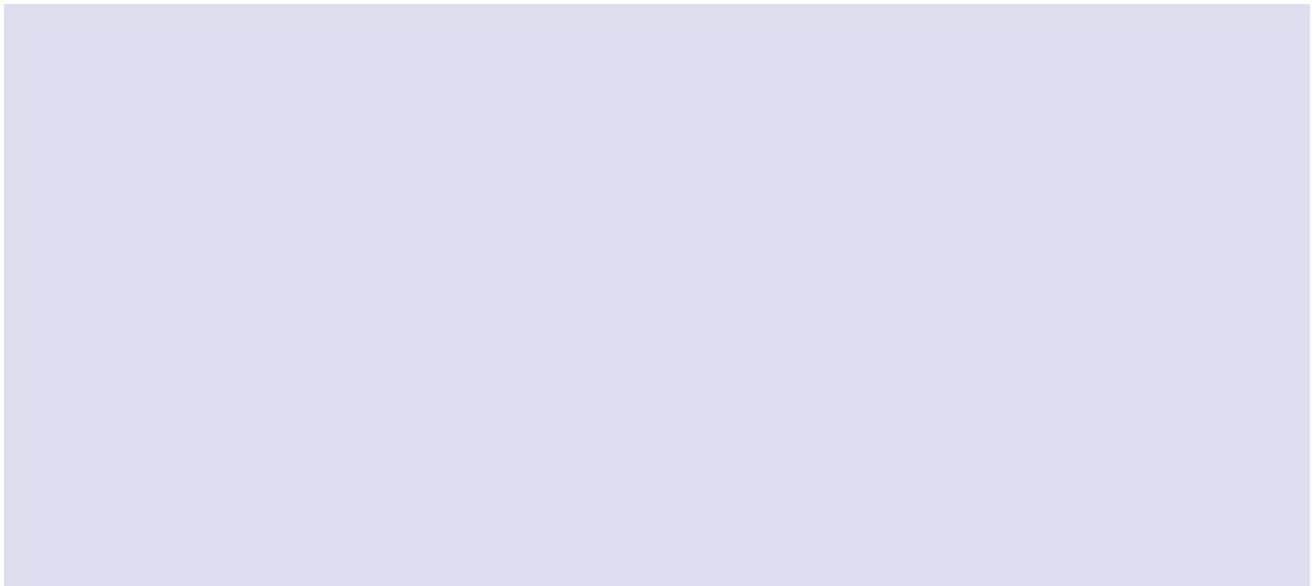
Education level, current job, unique skills, upbringing...



Your Avatar

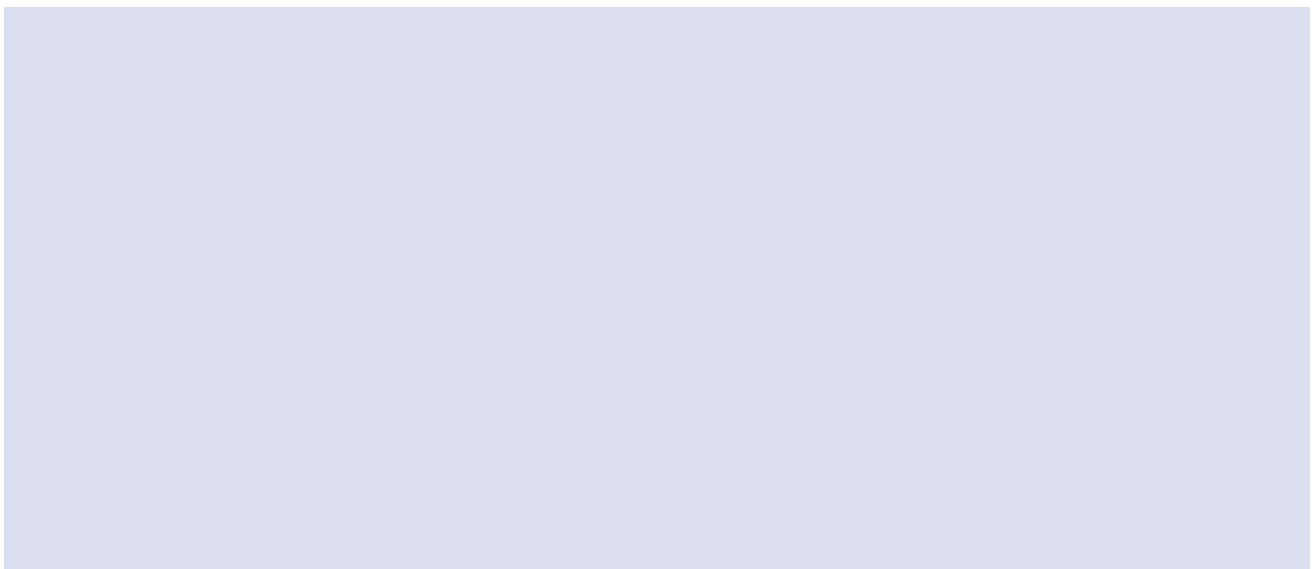
Personal Information

Hobbies & interests, habits (good or bad), information sources (books, websites, podcasts, etc.), daily routine...



Their Goals

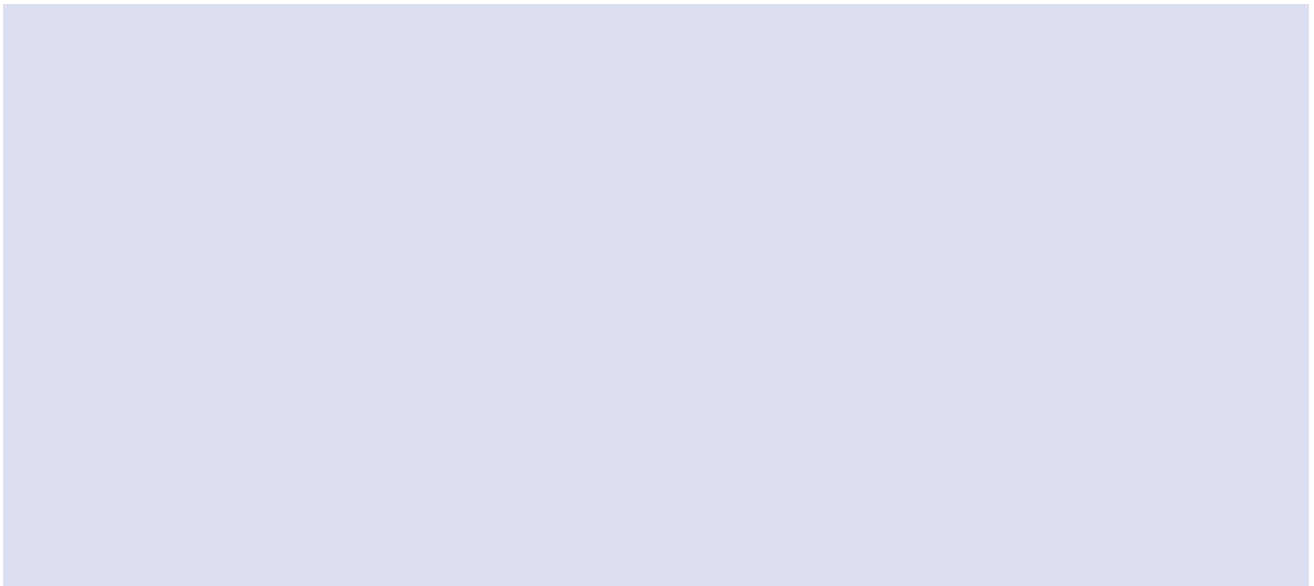
What are they aspiring to? What transformation? What would a "win" look like for them? What are their secondary goals?



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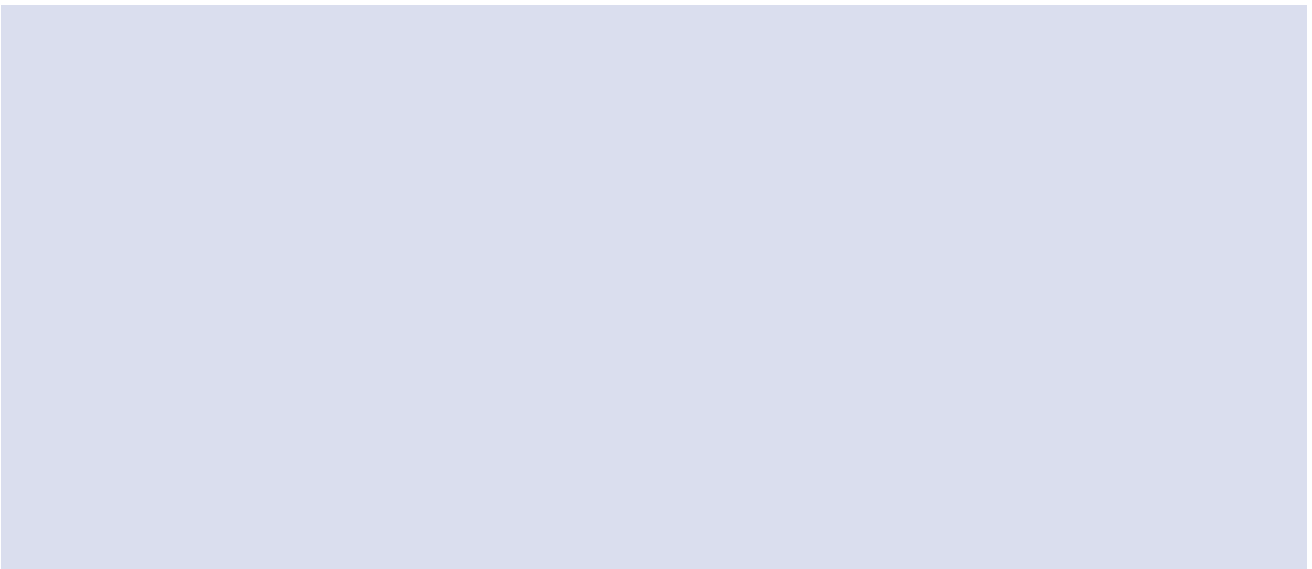
Challenges & Pain Points

What are their immediate problems? What's keeping them up at night?
What is keeping them from moving forward?



Objections

What would prevent them from doing business with you? What can they change to overcome those objections?





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**Selling is
something we do
for our clients –
not to our clients.**

Work With Me

I know what it's like to venture into unknown lands and deal with all the overwhelm and confusion while trying to learn it all. I started my life over at the age of 40 as an entrepreneur and had to learn everything and make tons of mistakes along the way, about creating my online presence.

You don't have to struggle like I did because I'm here to help guide you every step of the way. Whether you need a new website built or help in tying all the aspects of your online presence together, I'm here for you.

SOME WAYS I CAN HELP YOU IN YOUR JOURNEY

- WordPress Design and Development
- Social Media Setup and Planning
- Email Marketing
- SEO (Search Engine Optimization)
- Logo Design (or fix an old logo)
- Copywriting and Messaging

[Schedule a Call Today](#) and we'll explore the options to help grow your business the stress-free way.



Mindy Iannelli
WEB DESIGNER

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