

How to get
insanely clear
about your
Ideal Client's
Emotional Avatar

Challenge One: Getting clear on your Ideal Client's Emotional Avatar

In this challenge you're going to use the following questions and ideas to build up a really rich brainstorm of ideas, to create your Ideal Client's Emotional Avatar.

Open up a new document on your computer, or a new Evernote, and really go for it. Order your thoughts under the headings in bold type.

Who is she now?

At the point your Ideal Client sits down at her computer, fires up Google, and starts searching for answers, who is she?

- Is she content with her life? Or does she wish she were living in a different way?
- Does she spend her time and energy in the way she wants to?
- Does she feel fulfilled?
- Is she clear about her purpose?
- Does she have dreams that she hasn't achieved?
- Does she compare herself to others?
- Does she judge herself and others?
- Is she seeking affirmation or approval from somewhere?
- Is she trying to be someone she's not?
- Does she spend a lot of time thinking outside of the moment? Either "I'll be happy when..." thoughts about the future or "Things were so much easier/better" etc. rose-tinted thoughts about the past?
- Is she generally optimistic/pessimistic?
- Does she take personal responsibility for her life and actions? Or is she a bit of a victim who always seeking to blame someone else?
- Does she feel 'enough'?
- Is she an overachiever or someone who's never really tapped into her full potential?
- Is she confident, action taking and go-getting, or cautious and often procrastinates?

- Is she clear on what is going on in her world and the way she feels about it?
- Does she pick herself, meaning does she decide to do something and go for it, rather than waiting for someone to give her permission?
- Does she try and control everything or tend to passively go with the flow?
- Is she busy or bored?
- Does she constantly surround herself with people, or does she spend more time on her own?
- Is she constantly playing a part and acting as if?
- Is she jealous of anyone? What does she envy them for?
- Does she play it safe or does she take risks?
- Does she care a lot about what others think of her?

Who does she want to be?

- Using your Ideal Client's current position as a baseline, who by contrast does she really want to be?
- How does she want to show up in the world differently?
- Who or what does she want to become?

* Typically when we start to think about the answers to this question we tend to find that our Ideal Clients either want more or less of something. It's pretty important to make this distinction, since it'll set the tone and positioning for your copy later on.

What is she afraid of?

Go deep here and remember they will likely be things she might never have shared with anyone before!

- What does she fear will happen if she doesn't address her issue/solve her problem?
- What does she fear she'll have more/less of in her life if things don't change?

What's stopped her from addressing her wants, needs, and fears up until now?

- What's held her back practically?
- What's held her back mentally?

What's different this time?

Some people will generally put up with a lot of crap unless there is a big enough reason why they should do something about their situation.

- What happened today that led her to sit down to Google for you?
- What's triggered her to want to change?

What are the symbols of her success?

Or, in other words, what are you really selling solutions to? What end-state are you promising people?

Symbols help us create visual images of how our lives will be different when we've overcome the challenges that have kept us feeling held back. As Simon Sinek (author of Start With Why) says:

“Symbols help us make tangible that which is intangible.”

Hattie Tip:

For many of us entrepreneurs, what we're really selling is transformation. We're taking our clients on a journey from A to B and by the time our client reaches situation B their before scenario can seem like a dim and distant memory.

The thing to remember though is that transformation doesn't happen overnight; it happens in the day-to-day decisions, changes, and work that we do.

When you're thinking about your Ideal Client's thoughts, views and feelings, try to be as detailed as possible. Tiny details bring a richness to your copy helping it connect more easily, creating resonance, and frankly it's a damn sight more engaging to read.

Intricate details that get the reader nodding along, help people imagine themselves in the mental picture you paint for them with your words, and make them feel you're writing just for them. And when they feel like you're writing directly to them they sign up, engage, and of course buy!

Challenge Two:

3 ways to spy on what your Ideal Client is saying (and how she's saying it) without even leaving your couch.

When it comes to writing great copy, it's important to have a handle on the language your ideal clients *actually* use to talk about their wants, needs, desires, and fears.

Why?

Because when you write in a way that resonates with your reader, you turn browsers into subscribers, window shoppers into buyers, and readers into mass advocates for you and your brand.

Let's get going.

#1: Hit up online forums

There's no better place to start, than by looking on forums and in chat rooms. My favourites (I'm British, I spell things weirdly, remember?) to get you started are the mommy sites like www.mumsnet.com and www.netmums.com - there are a bazillion sites like these all over the world; they've basically become almost like online magazines and cover a wide variety of topics, and pretty much all of them have online forums.

So if I want to know how an overweight-but-wants-to-be-thinner Ideal Client is thinking and feeling right now, I can jump into the forum and take a look around. Just ten minutes later I'll have the start of a great list of real-life snippets to draw upon that will make my copy richer and more relatable.

#2 Take a look at blogs that your Ideal Client reads

If you're just getting to grips with who your Ideal Client is, this one might be a little bit trickier to take down to a granular level (email me if you're stuck on this - I spend a lot of time on the web and read a crap ton of blogs). For that reason, it's great to start your research on some of the larger magazine-style sites like MindBodyGreen, Huffington Post, Tiny Buddha and Elephant Journal, for example.

Look for posts that might be aimed at your Ideal Client. Yep, they'll probably have some great content, but what you really want is in the comments that other readers (aka your Ideal Client) have already left.

#3 Read reviews/testimonials for services that your Ideal Client has already bought

Going back to the example above, the obvious kind of services that she might have bought would be weight-loss groups, gyms, and personal fitness instructors. You might want to also think about the less obvious things that she may have also tried

like diet pills, hypnotherapy, or other alternative treatments.

Challenge Three: Pulling it all together.

Congratulations, you've done some awesome work! Now to pull it all together into a narrative that actually makes sense.

I've found from the Ideal Client Breakthrough Sessions I've held with clients, the practice of writing in the first person really helps to solidify their experience of getting inside their Ideal Client's head. It's also going to really help you drive out keywords and phrases for your site copy and blog content later on, so it's well worth investing time in now.

I have one client who says she reads her Ideal Client's Inner Monologue every morning before she starts work; she says that if she has the monologue clear in her mind she knows that everything she creates that day will be completely and totally on point.

I know this exercise might seem a little overwhelming and you might be banging up against some resistance right about now, so here's an example of an Inner Monologue I wrote for a client in the past who was running a Pilates business aimed at post-partum mums:

"I just don't know what to do or where to start - I feel so drained, like someone has literally taken my batteries out or forgotten to put me on charge. Today when I finally went upstairs and took off my work clothes ready to climb in the shower, I caught sight of myself in the mirror on the back of the bathroom door. I usually make a point of *not* looking at myself in the mirror and this is why. I'm carrying more weight around my middle than I ever have before and I hate the way my stomach looks since I had my kids. Aside from all the stretch marks and the caesarean scar from my first pregnancy, I suffered abdominal separation after my second baby was born just over eighteen months ago and I have this kind of baggy, pouch for a stomach that I guess I'm stuck with forever. The woman standing in my bathroom staring back at me in the mirror didn't look like me at all. What I saw was an exhausted, overweight and washed out woman who I didn't realise I'd become.

“For the first time in my life I’m feeling a bit ashamed of my body. I guess it doesn’t really feel like it belongs to me anymore. If I’m really honest with myself I’d have to admit that I didn’t really lose my baby weight after having Cody, and I became pregnant again relatively soon after with Elise. There really isn’t much of a gap between them. I thought once Cody arrived there’d be all this time to spend getting back in shape and doing all these things for myself - everyone says babies sleep for so many hours every day. I can’t believe I was so delusional! When I wasn’t feeding I was doing countless loads of laundry, expressing or trying to throw together a relatively healthy meal before Paul got home from work so we didn’t have to live entirely on take out or convenience foods. After doing all those things just so I felt like I kept my head above water, I was lucky to grab an hour or two to nap and keep my energy levels up. So there wasn’t really the time for the high intensity gym visits or the long outdoor runs I’d previously enjoyed and, eighteen months on, that’s pretty much still the case now.

“I love my kids dearly - I really truly do - but it feels like my whole world revolves around them. They’re my kids and of course I want to cherish this time while they’re small - it already feels like its going by so quickly. But sometimes when Elise just won’t stop crying and Cody won’t stop climbing all over me or even let me go pee alone, I quietly resent them and miss the freedom I had before they came along. I feel so guilty and horrible about myself when I think these thoughts and that just makes me throw myself into being ‘a good mummy’ even harder.

“My husband Paul is great and supports me as best he can. A couple of times when I’ve complained about being tired and strung out, he’s taken the kids out for a day so I can do something just for me. And it must sound strange but I just don’t know what to do with myself - I almost feel guilty that I have all this free time just for me. I wind up pottering around the house doing chores five times faster than I can with two kids attached, maybe take a bath, and nearly always end up falling asleep on the sofa while watching a movie. Not exactly the quality me-time I’d been craving, only I’m not totally sure what that would look like.

“I threw myself back into work after my maternity leave and my job in Marketing quickly got back to being as hectic and demanding as it was before the babies arrived. I never really took the time to ease myself back into the world gradually and I feel now, in hindsight, like I did far too much too soon and never really took that important time to heal and restore. Now I seem to be in a constant whirlwind; getting the kids ready for daycare, getting myself ready for work, making sure we all leave the house with everything we need, racing to daycare, racing to work and putting in a full eight hours before doing it all over again in reverse. There doesn’t seem to be any time just for me left in the day. Everything feels like work and worse, I don’t feel like I’m doing a great job anywhere cos I’m spreading myself so thin.

“I knew that when I had kids my life would change and I know that I can’t go back to who I was before - and I wouldn’t want to. The trouble is I’m not sure I know or

recognise who I am, or who I'm becoming. It's like I'm on this constant search to find myself, clichéd as that sounds. I have shelves of personal development and self help books, and I'm on this perpetual hunt for my inner peace, missing peace and whatever else the books say I should be searching for. I've tried meditating, manifesting and connecting with my inner guide and, while I'm open to all these ideas, I never feel like I'm doing it right or getting what I should out of it.

“Deep down I know I probably have the answers and, if I just had the time and space in my day to try and reconnect with myself without the labels of wife, mother, colleague or boss I'd probably feel a whole lot better about myself. I just don't have the time to spend at week-long retreats like the ones I see in the magazines though so I don't know what the answer is.”

So there we have it!

3 challenges to help you get insanely clear about your Ideal Client's Emotional Avatar!

I hope these challenges help you to really break through and resistance and blocks you're having right now.

If you still have questions or need a little more support you can connect with me via my website www.hattiebrazeley.com

Wishing you the very best!

Hattie