



Freedom To Truly Serve

YOUR UNIQUE AVATAR BLUEPRINT



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The Importance of Getting Clear

Getting completely clear on 'Who' it is you want to serve and your unique messaging is going to be imperative to launching a successful offer that will create the foundations for everything to follow.

IMPORTANT!! This is a brainstorming worksheet so **DO NOT TRY TO:**

- Be Perfect; Or
- List things out in order of importance

We want to encourage the Creative Process so write freely as things come to mind!

Questions to Ask Yourself about Your Ideal Client?

- Does this person you wish to serve have a problem/ pain that you can describe in a tangible way?
- Is the pain/ problem bad enough that they want to find a solution in the next 90 days?
- In a room of 100 people could you identify these people (After speaking to everyone for a few minutes)?
- Are there enough of these people? (i.e. It's not too niche)
- Do you have an affinity with these people and understand how they feel?

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Questions to Ask Yourself about Your Ideal Client?

Why? Because.....

- 1.High Ticket requires providing 'Transformation' so do not be afraid to be super niche, this is what makes you specific and specialised.**
- 2.There is a difference between their WANTS and NEEDS (as described in this worksheet) - Make sure you are clear on both! What people WANT is the outcome. What people NEED is the strategy.**
- 3.Don't assume you know how they feel take yourself into their reality.**
- 4.As you're thinking about them specifically, start getting clarity on what transformation they need from you. This needs to be focused on WHAT THEY WANT.**

If your niche or ideal client is someone you used to be then...

THE BIGGEST AND BEST PIECE OF ADVICE I received, which really was a game changer for me was:

Go back to that moment in time when you said to yourself "Enough is enough, I need to make a change" and that is the exact point at which you want to meet your ideal client.

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Q2 - Describe Your Ideal Client?

Describe your ideal client with "If You Are" statements. Please try to gather a minimum of 10.

Examples:

If you are a yoga teacher who currently feels like she can't breathe in her current yoga business model.

If you are a trauma victim and you now suffer frequent attacks of anxiety and nervousness.

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Q3 - Their Biggest Pain?

What is their BIGGEST pain point in their life right now?

How is each pain point showing up in their life right now?

List at least 10 primary pains with a description of how they are showing up?

Examples:

Anxiety> Waking up in the middle of the night to write a to do list in order to sleep

Stress> Always feeling panicked and just about keeping her head above water which is causing her to reach for external things to help soothe her> i.e. alcohol

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Q4 - What Have They Tried?

Using full sentences and descriptive words list the things that they have tried or might try to fix the problem they already have.

Examples:

Yoga Teachers> Attend another general yoga teacher training rather focusing on the specific area they want to train in.

Anxiety> Taking the horrendous medication prescribed by the doctor that makes them feel drowsy and gives them headaches.

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Q5 - Create a Movie Scene

If you were to create a 'Movie Scene' to describe these pain points and how they are showing up in their daily life, what would they look like? Please do this for every pain point you have previously listed.

Examples:

Stress > I lie awake at night wondering how I'm going to make more money and feeling guilty that I can't contribute more to the household bills because I didn't earn enough money this month. I feel like a failure and I'm so afraid I will have to return to my corporate career.

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Q11 - What is their Big Vision?

What is their BIG vision/ who inspires them to want to achieve their desires?

Try to list as many things as you can think of that will be important to you.

Example:

Their Children> They want to improve their health and quality of life so that they can be there for their children.

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Q12 - What Do They Think They Want?

Based on where they are now and where they want to be- What do 'they think' they WANT? i.e. What tangible outcome are they actively seeking to help them get from where they are going to where they want to be.

Examples:

Money, Time, Better Health, Etc.

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Q13 - What Do They Actually Need?

What do they actually NEED to get what they WANT?

Examples: Your formula, Mindset, Strategy, Blueprint, Accountability.

How can you provide this for your client?

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Q14 - Your Transformational Offer

Based on where they are now and where they want to be, using the WANTS and NEEDS, you have listed, write down any ideas that come to you when it comes to what could be included in a transformational offer for this person you truly wish to serve.

Just brief notes as we will be diving deep on this.
