

Artists ICA Worksheet - Ideal Client Avatar

Go ahead and allocate 30-60+ minutes to fully fill this out.

Part One: The Basics:

- Age: What age range are they?
- Sex: How do they identify?
- Relationship status: Describe...
- Children: Do they have children, if so how many and what ages?
- Employment Status: Describe...

Part Two: Location:

- Local: What area specifically?
- National: Any sub-areas, or cities?
- Global: Describe...

Part Three: Lifestyle:

- Income or Turnover: What's their salary or business turnover?
- Disposable Income: What do they have left to spend/invest on wants and desires?
- Home Owner or Rental: Describe...
- Cars: Describe...

- Hobbies: List out...
- Interests: List out...
- Shopping habits: Describe...
- Eating Out: Where do they eat out?
- Holidays: What sort of holidays do they take?
- Memberships: List...
- Dress: How do they dress?
- Reading: Do they read books or blog? If so, which?
- Who do they admire: List/Describe...
- What Social Media Accounts do they follow: List...
- Anything else...

Part Four: Mind-set:

- Values: What's important to them?
- Beliefs: What beliefs do they hold?
- Needs: What are their needs?
- Wants: Describe what they really want...
- Desires: Describe their dreams and desires...

If they could write their ideal day how would that be?

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