

GUIDE + WORKBOOK

Creating Your Dream Client Avatar

As a therapist, you see the same people sitting across from you – week after week. Wouldn't it be great if you were excited about each of those sessions? That's where your dream client avatar comes in.

Avatar (n): a person (singular) who embodies your perfect patient.

The idea is to make your dream client avatar as real as possible. Take your time and really get to know them. Give them a name, occupation, hobbies, hopes, fears, favorite books, etc. For some of you, it may even be helpful to find a picture of someone you feel resembles your dream client.

Once identified, this avatar will be the person your practice lives to serve. They will become the foundation of your website, your marketing, and everything else you do. This is not to say that you're going to alienate other visitors – it just helps keep a consistent tone and voice to your writing and promotional activities.

Defining your dream client avatar can help you understand:

- Where to advertise your practice
- What demographics to target
- How you craft your ads and messaging
- What your website looks like
- The words and images you use on your website
- How much to charge per session
- Which social media platforms to use

This is for everyone!

Ideally you want to define your dream client when you decide to start your practice and create your website. It's always best to build your business with the most solid foundation possible.

However, you already may be a practicing therapist ... and that's ok too. Your experience has probably given you a solid idea of exactly who you would most like to help.

In a nutshell, if your practice is new, defining your avatar will give you the tools to create a successful business. If you already have a practice, defining your avatar will help you get over current roadblocks or hurdles you've been experience with growing it.

The following pages are designed to help you discover your dream client avatar. Take your time as you go through the questions and make sure to sit with whatever comes up for you.

If you get stuck, or if you want to share your progress, just reach out and schedule a call.

Now, let's get to it ...

I recommend using our Google Doc workbook. That way, it's easy to share, edit, and get feedback on. Here's how to use it:

1. Open the doc here - <http://bit.ly/31JKuwJ>
2. Click on the "File" menu and select "Make a Copy."

Identifying Your Community

Before you define “the one,” it’s important to understand all the shared traits of the people you most want to help. While the ultimate goal is to create a dream client avatar, that fictional person exists to help you better speak to a large community of people.

First, think about anyone you’ve ever helped (or read about) that would be a candidate for your dream client. Then, ask yourself:

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What demographic elements does every member of your group have in common?

TIP: List every demographic that makes sense to you that they share. Age, gender, location, income, job, etc. While I do not want you to feel limited by this, I also don't want you to avoid this step.

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What psychographic elements does every member of your group have in common?

TIP: These can be both positive and self-destructive. For example, your dream client may enjoy reading self-help books, traveling, and eating well. Or, they may enjoy excessive drinking, getting into fights, and eating junk food. There are no right or wrong answers.

Behavioral Traits

As you continue to identify the commonalities within your potential dream clients, you will want to hone in on their personality. In general, people fall into 1 of 4 categories in terms of dominant behavior traits:

1. Competitive/Assertive: This type is results-oriented and wants to know what you offer and why it's the best. They tend to make decisions quickly and like to feel in control. They highly value direct and honest information and communication. Keywords: motivated, results-oriented, decisive.

2. Spontaneous/Impulsive: This type also makes decisions quickly, but are more prone to decide based on emotions or first impressions. They like instant gratification and get bored easily. Keywords: impulsive, flexible, emotional.

3. Humanistic/Caring: This type is very focused on the human relationship. They like to connect with other humans on a deeper level and feel taken care of. They make decisions slowly. Keywords: deliberate, helpful, engaging, idealistic.

4. Methodical/Logical: This type prefers to take their time and make decisions deliberately. They need lots of solid evidence to make a decision and it's possible that they've done a lot of research even before contacting you. Keywords: organized, disciplined, logical, rational.

Which category from the list above (or at most 2) do you feel your dream client belongs most? Why?

Describe Your Dream Client

This is where we start to hone in on “the one.” Remember, this isn’t intended to limit you and your practice. Rather, it will form a foundation that will help you connect with an entire community of like-minded individuals.

Imagine, your dream client is visiting your site. Describe the situation this person is in.

EXAMPLE: They are on my site because they are looking for the best relationship advice, and they are in dire straits with their significant other.

What are they looking for? What do they want from you as a therapist?

EXAMPLE: They want to talk to you alone, as the expert. Or, they want to come in for couples counseling. Or, they want to learn how to fix their relationship without talking to you at all.

Create Your Dream Client Avatar

Are you ready? It's time to create your dream client avatar. Think about a person who personifies everything you've identified already. Have fun and remember, nothing is ever final. If you get stuck, I'm always here to help

<p>GOALS AND VALUES</p> <p>Goals:</p> <p>Values:</p>	<p>Age:</p> <p>Gender:</p> <p>Marital Status:</p> <p>#/Age of Children:</p> <p>Location:</p>	<p>CHALLENGES & PAIN POINTS</p> <p>Challenges:</p> <p>Pain points:</p>
<p>SOURCES OF INFORMATION</p> <p>Books:</p> <p>Magazines:</p> <p>Blogs/Websites:</p> <p>Conferences:</p> <p>Gurus:</p> <p>Other:</p>	 <p>Quote:</p> <p>Occupation:</p> <p>Job Title:</p> <p>Annual Income:</p> <p>Level of Education:</p> <p>Other:</p>	<p>OBJECTIONS & ROLE IN PURCHASE PROCESS</p> <p>Objections to the sale:</p> <p>Role in the Purchase Process:</p>

True Motivations

Take a moment, a beat, a breath, go for a walk and upon beginning again, become The One you've just defined. As you read the following questions, answer them AS THEM.

This is an important exercise in trading places, getting better acquainted with the people you want to help, to serve. This builds upon the step outlined above.

What is the primary or set of primary emotions you feel as you are considering therapy?

EXAMPLE: Using the person in a relationship crisis from previous pages. "I'm really excited to see this person. But their office is right down the street from my house. I hope no one sees me. Maybe I'm not ready for therapy. Hopefully they have a free list to get on while I decipher whether we need counseling?" See. Play as them. The answers just flow.

What are you saying to yourself in your head?

TIP: What are the specific words and phrases they are saying to themselves? Write everything that comes to their minds, BE THEM. Include the embarrassing stuff people would never say out loud.

True Motivations *(cont)*

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What do you secretly fear may be true about your current business/personal situation that you need resolved?

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What do you worry about? What keeps you up at night?

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What's the worse case scenario?

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What's a scenario that's FAR worse than the worse case scenario?

True Motivations *(cont)*

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How do you fear others (close friends, family, spouse, clients) would react if they found out about your situation?

TIP: We don't like public humiliation; and will often never admit to ourselves that we are, in fact, driven by what others think of us. List the dirty little truths here. This is OK. We all have this stuff.

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What do you fear will fail in your life if your situation gets worse?

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Where will you lose power, influence or control if your situation gets worse?

Actual Desires

Now we go to the highs. We can carry the lows all we want, but we are always motivated by *more* than the fear of failure. The two types of motivations are always *away from* (pain) and *towards* (pleasure). - Keep answering as your dream client.

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What do you secretly wish were true about your situation?

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What do you hope is actually true about your situation?

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What are you betting on being true about your situation?

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What is the “dream solution” that you’d pay almost anything for?

Actual Desires *(cont)*

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If it could happen perfectly, how would that story go?

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How will others respond to you if you get this situation fixed in an ideal way?

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What will you be able to do, get or achieve if your fantasy situation comes true?

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Where will you be more powerful and influential in your life if your fantasy situation comes true?

That's it.

You're done. Take a deep breath. Pat yourself on the back. Enter back into you. Take a moment, a breath, a walk, a sip of your tea/coffee/whatever.

Then, in a few days, look back over everything you've written and see how it all feels.

As always, if you get stuck with anything, please feel free to reach. I'm always here to help.

Kindest Regards,
Greg Goodman

A handwritten signature in black ink, appearing to read 'Greg Goodman'.

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