

Client Avatar Exercise

Below is a list of questions that will help you create your ideal client avatar.

Definitely take a few minutes to answer them, as your answers to these questions will allow you to set up your Facebook ads with laser targeting.

After all, when it comes to Facebook ads, it's absolutely CRITICAL to understand your ideal client so you can set up your targeting appropriately.

Going through a client avatar exercise like this can help give you a clear idea of exactly whom you should be targeting with your ads, whether it's for your own business or the business of your clients.

Now, let's do this...

1. Are they male or female?
2. How old are they?
3. Single? Married?
4. Kids? (how old?) No kids?
5. What do they do for work?

6. What's their income level?
7. Did they go to college?
8. Where do they live?
9. What language do they speak?
10. What are their hobbies?
11. What magazines/newspapers/trade journals do they read?
12. What TV shows/movies might they watch?
13. What websites do they frequent?
14. Do they shop online?
15. Do they go to any conferences or events during the year? If so, what ones?
16. Who are the leaders and/or experts in their industry?
17. Who are the primary competitors in their industry?
18. List as many people, companies, groups/organizations that are similar to your customer as possible.