

Sample Client Avatars

Primary: CEO

Primary: Entrepreneur/Startup Founder

Primary: Leader

Secondary: VP HR

Tertiary:

Questions from article <http://laurahanly.com/content-marketing-101-choose-the-right-audience/>

Primary: CEO

- Perspective
 - They want to grow their company but don't want to work even more hours or get more stressed.
 - They are open to intuition and spiritual methods
 - They are a successful CEO that has good business intuition for doing deals, hiring, sales and getting teams motivated... but are keeping it private, believing that :
 - 1) your intuition skill level is what you were born with and
 - 2) it cannot be improved?
- capability fit
 - Deep experience with business intuition - both in my own companies and coaching others.
- profit potential
 - Yes if they own a company with 10+ staff they can afford to invest in growing their company using intuition

Background:

- What is this person's experience in this industry?
 - 10+ years
- What are they responsible for?
 - Company vision, growth, probably sales
- What is the profile of their company (revenue, headcount, trajectory)
 - \$2MM, 10+ staff, growing

Demographic:

- Age, gender
 - Female, 40
- Income
 - \$150k+
- Family status
 - divorced
- Location
 - San Francisco, California

Identifiers:

- Position in the company
 - CEO
- Preferred communication channel
 - Email, LinkedIn
 - FB?

Goals:

- What motivates them at work? (ie delivering a profit, being seen as innovative, valuable to the company etc)
 - Growing their company
 - They make a difference in the world with it
 - Creating a good team
- What's the main responsibility in their role?
 - Vision, growth, sales, hiring
 - Motivating her team
- What's their professional biggest opportunity? Biggest risk?
 - Growing
 - Growing too fast in wrong ways
 - Overwork, stress, work-life balance
 - People problems
- What's their ambition beyond their current position?
 - Travel, philanthropy, making a change in the world
 - Starting their next company

Challenges:

- What is hard or impossible for them to do themselves or in-house?
 - To increase their own and their staff's business intuition skills
 - To see the blocks in their own business and selves
- Where do they get resistance or push-back at work?
 - Getting everyone onboard with their vision
- What pressures or problems are they facing from the rest of their team?
 - Push back on stress from others - too much to do, too little time
 - Bad hires
- What pressures or problems are they facing from their industry and competitors?
 - Too much information to keep up with all of them. What is the next best step?

Influences:

- Who do they pay attention to? Who's the *"If so-and-so says it, I'll do it"* person?
 - Richard Branson
 - Oprah?
- Where do they get their information from? What are their go-to websites, podcasts, and books?
 - ?

How you help them:

- What part of their job do you make easier?
 - Business intuition
- What problems do you handle for them?
 - dramatically improve your business intuition and get your key staff using and improving theirs too.
 - .
 - .
- How do you make them look good?
 - Letting you grow your biz faster with less stress and not burning out with even more work hours. This is great for their family/SO. And their own health and future selves.

Their key objections:

- Logistics?
 - No

- Lack of time
- Budget?
 - no
- Lack of authority?
 - no
- Don't think it will work?
 - Maybe

Primary: Entrepreneur/Startup Founder

- Perspective
 - They want to grow their company but don't want to work even more hours or get more stressed.
 - They are open to intuition and spiritual methods
 - They are a successful CEO that has good business intuition for doing deals, hiring, sales and getting teams motivated... but are keeping it private, believing that :
 - 1) your intuition skill level is what you were born with and
 - 2) it cannot be improved?
- capability fit
 - Deep experience with business intuition - both in my own companies and coaching others.
- profit potential
 - Yes if they own a company with 10+ staff they can afford to invest in growing their company using intuition

Background:

- What is this person's experience in this industry?
 - 5+ years
- What are they responsible for?
 - Company vision, growth, probably sales
- What is the profile of their company (revenue, headcount, trajectory)
 - startup

Demographic:

- Age, gender
 - Female, 30

- Income
 - \$150k+
- Family status
 - divorced
- Location
 - San Francisco, California

Identifiers:

- Position in the company
 - CEO, Founder, Entrepreneur
- Preferred communication channel
 - FB
 - Email

Goals:

- What motivates them at work? (ie delivering a profit, being seen as innovative, valuable to the company etc)
 - Growing their company
 - They make a difference in the world with it
 - Creating a good team
- What's the main responsibility in their role?
 - Vision, growth, sales, hiring
 - Motivating her team
- What's their professional biggest opportunity? Biggest risk?
 - Growing
 - Growing too fast in wrong ways
 - Overwork, stress, work-life balance
 - People problems
- What's their ambition beyond their current position?
 - Travel, philanthropy, making a change in the world
 - Starting their next company

Challenges:

- What is hard or impossible for them to do themselves or in-house?
 - To increase their own and their staff's business intuition skills

- To see the blocks in their own business and selves
- Where do they get resistance or push-back at work?
 - Getting everyone onboard with their vision
 - Getting investors
- What pressures or problems are they facing from the rest of their team?
 - Push back on stress from others - too much to do, too little time
 - Bad hires
- What pressures or problems are they facing from their industry and competitors?
 - Too much information to keep up with all of them. What is the next best step?

Influences:

- Who do they pay attention to? Who's the *"If so-and-so says it, I'll do it"* person?
 - Richard Branson
 - Oprah?
- Where do they get their information from? What are their go-to websites, podcasts, and books?
 - ?

How you help them:

- What part of their job do you make easier?
 - Business intuition
- What problems do you handle for them?
 - dramatically improve your business intuition and get your key staff using and improving theirs too.
 - Attracting investors and early clients
 - .
 -
- How do you make them look good?
 - Letting you grow your biz faster with less stress and not burning out with even more work hours. This is great for their family/SO. And their own health and future selves.

Their key objections:

- Logistics?
 - No
 - Lack of time

- Budget?
 - maybe
- Lack of authority?
 - no
- Don't think it will work?
 - Yes

Primary: Leader

- Perspective
 - They want to grow their dept but don't want to work even more hours or get more stressed.
 - They are open to intuition and spiritual methods
 - They are a successful leader that has good business intuition for doing deals, hiring, sales and getting teams motivated... but are keeping it private, believing that :
 - 1) your intuition skill level is what you were born with and
 - 2) it cannot be improved?
- capability fit
 - Deep experience with business intuition - both in my own companies and coaching others.
- profit potential
 - Somewhat they can afford to invest in growing themselves using intuition

Background:

- What is this person's experience in this industry?
 - 5+ years
- What are they responsible for?
 - managig
- What is the profile of their company (revenue, headcount, trajectory)
 - 3+ staff, growing

Demographic:

- Age, gender
 - Female, 30
- Income
 - \$100k+
- Family status

-
- Location
 - San Francisco, California

Identifiers:

- Position in the company
 - VP, Director, Lead ____
- Preferred communication channel
 - FB

Goals:

- What motivates them at work? (ie delivering a profit, being seen as innovative, valuable to the company etc)
 - Creating a good team
- What's the main responsibility in their role?
 - Motivating her team
- What's their professional biggest opportunity? Biggest risk?
 - Growing dept
 - Growing too fast in wrong ways
 - Overwork, stress, work-life balance
 - People problems
- What's their ambition beyond their current position?
 - Travel, philanthropy, making a change in the world
 - Getting promoted

Challenges:

- What is hard or impossible for them to do themselves or in-house?
 - To increase their own and their staff's business intuition skills
 - To see the blocks in their own business and selves
- Where do they get resistance or push-back at work?
 - Getting everyone onboard with their vision for dept
- What pressures or problems are they facing from the rest of their team?
 - Push back on stress from others - too much to do, too little time
 - Bad hires
- What pressures or problems are they facing from their industry and competitors?

- Too much information to keep up with all of them. What is the next best step?

Influences:

- Who do they pay attention to? Who's the *"If so-and-so says it, I'll do it"* person?
 - Richard Branson
 - Oprah?
- Where do they get their information from? What are their go-to websites, podcasts, and books?
 - ?

How you help them:

- What part of their job do you make easier?
 - Business intuition
- What problems do you handle for them?
 - dramatically improve your business intuition and get your key staff using and improving theirs too.
 - .
 -
- How do you make them look good?
 - Letting you grow your biz faster with less stress and not burning out with even more work hours. This is great for their family/SO. And their own health and future selves.

Their key objections:

- Logistics?
 - No
 - Lack of time
- Budget?
 - no
- Lack of authority?
 - maybe
- Don't think it will work?
 - Yes

Secondary: VP HR

Background:

- What is this person's experience in this industry?
 - 5+ years
- What are they responsible for?
 - Hiring, firing, onboarding, culture
- What is the profile of their company (revenue, headcount, trajectory)
 - \$2MM, 20+ people, growth

Demographic:

- Age, gender
 - 30, female
- Income
 - \$100k
- Family status
 - single
- Location
 - US

Identifiers:

- Position in the company
 - VP HR
- Preferred communication channel
 - Email, phone

Goals:

- What motivates them at work? (ie delivering a profit, being seen as innovative, valuable to the company etc)
 - Growing a great team
 - Recognized by CEO and other C-level staff
- What's the main responsibility in their role?
 - Hiring, culture, onboarding, training
- What's their professional biggest opportunity? Biggest risk?

- Keeping the company together while growing fast
- What's their major fear or anxiety in their role?
 - Seen as looking silly
- What's their ambition beyond their current position?
 -

Challenges:

- What is hard or impossible for them to do themselves or in-house?
 - Improve business intuition
- Where do they get resistance or push-back at work?
 - Yet another innovation
- What pressures or problems are they facing from the rest of their team?
 - Hiring bad staff
- What pressures or problems are they facing from their industry and competitors?
 - Too many resumes to sort through, people lie in their resumes

Influences:

- Who do they pay attention to? Who's the *"If so-and-so says it, I'll do it"* person?
 - Some HR leader
- Where do they get their information from? What are their go-to websites, podcasts, and books?
 - ?

How you help them:

- What part of their job do you make easier?
 - Hiring
 - Team building
- What problems do you handle for them?
 - Business intuition for faster and better hiring. Less mistakes/bad fits
- How do you make them look good?
 - Fast and great hires

Their key objections:

- Logistics?
 - maybe

- Budget?
 - maybe
- Lack of authority?
 - maybe
- Don't think it will work?
 - ?

Tertiary:

Background:

- What is this person's experience in this industry?
- What are they responsible for?
- What is the profile of their company (revenue, headcount, trajectory)

Demographic:

- Age, gender
- Income
- Family status
- Location

Identifiers:

- Position in the company
- Preferred communication channel

Goals:

- What motivates them at work? (ie delivering a profit, being seen as innovative, valuable to the company etc)
- What's the main responsibility in their role?
- What's their professional biggest opportunity? Biggest risk?
- What's their major fear or anxiety in their role?
- What's their ambition beyond their current position?

Challenges:

- What is hard or impossible for them to do themselves or in-house?
- Where do they get resistance or push-back at work?
- What pressures or problems are they facing from the rest of their team?
- What pressures or problems are they facing from their industry and competitors?

Influences:

- Who do they pay attention to? Who's the *"If so-and-so says it, I'll do it"* person?
- Where do they get their information from? What are their go-to websites, podcasts, and books?

How you help them:

- What part of their job do you make easier?
- What problems do you handle for them?
- How do you make them look good?

Their key objections:

- Logistics?
- Budget?
- Lack of authority?
- Don't think it will work?