

# Client Avatar Worksheet

## WHAT DOES SHE **THINK AND FEEL?**

What really matters to her?  
What occupies her thinking?  
What worries and aspirations does she have?



## WHAT DOES SHE **SEE?**

What things her environment influence her?  
What competitors is she seeing?  
What is she seeing friends do?

## WHAT DOES SHE **HEAR?**

What are friends, family and other influencers saying to her that impacts her thinking?

## WHAT DOES SHE **SAY AND DO?**

What is her attitude towards others?  
What does she do in public?  
How has her behaviour changed?

## **PAIN**

What fears, frustrations or obstacles is she facing?

## **GAIN**

What is she hoping to get? What does success look like?