

# Choosing your Client Avatar

## Things to consider:

- Your passion for the topic
- Your area of expertise in the subject (or willingness to travel and learn)
- Access to the people in the market

## Examples of Travel Specialties

Accessible travel

Family travel

Families of 5 or more (families of 5 know that it can be difficult to accommodate 5 in one room.)

Families with Autism

Vacations for Doctors (perhaps your spouse is a professional, like a stressed out busy Dr. that has a hard time getting away from work.)

Romance travel; Honeymoons & Destination Weddings

European Honeymoons

Corporate Incentive Groups

Adventure Travel

Hiking and Bicycling Vacations

Ocean cruises

River Cruises

School Groups

Religious Travel

## Who Can You Help?

What are your potential customers like?

How old are they?

What is their profession?

What is their gender?

What is their income?

Where do they live?

What stage of life are they in?

What hobbies do they have?

Where do they hang out?

What do they follow on the internet? What sites do they visit regularly?

They shop at these stores:

They Read these books and magazines:

They attend these events:

They buy these products and services:

They communicate through these means:

### What do they Want?

They have a goal to:

They deeply value:

What can you help them with?

Why do they need your help?

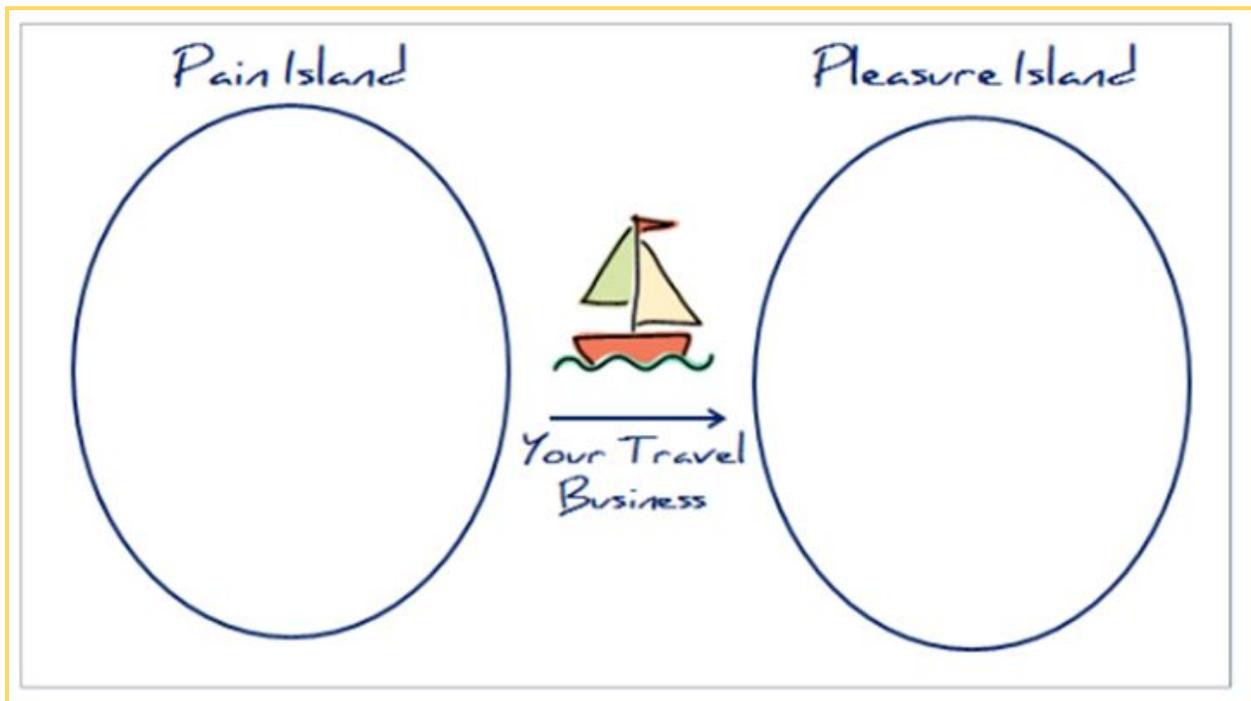
### What do they Care About?

They fall short in:

They are terrified that:

They dream of:

### People Don't Buy Products; They Buy Solutions



### Write Your Compelling Message about what you Do!

I help \_\_\_\_\_ do \_\_\_\_\_ so they can

\_\_\_\_\_.

I (\_\_\_\_do this)\_\_\_\_\_ to help \_\_\_\_\_(these people)\_\_\_\_\_ (do this\_\_\_\_\_.)

I offer the fastest, easiest way to \_\_\_\_\_, to help you avoid\_\_\_\_\_(this)\_\_\_\_\_ and gain \_\_\_\_\_(this\_\_\_\_\_.)

If you want\_\_\_\_\_(this)\_\_\_\_\_ and \_\_\_\_\_(this)\_\_\_\_\_, then you need my service.