

A desk setup featuring a white notebook with a gold polka-dot cover, a gold pen, a gold paperclip, and a gold polka-dot paper. The text is centered on a white background.

5-DAY EVENT CLIENT
CHALLENGE

CLIENT AVATAR

WWW.EVENTCERTIFICATE.COM

You've probably heard these terms before:

Client Avatar

Customer Avatar

Ideal Client

Target Client

Target Market

These phrases will often mean the same thing. In our example we will be using the phrase "Client Avatar". But what does this mean and why is it important?

For you to successfully market your event planning business, enhance the services you offer and delivery unparalleled value to your clients, you need to have a deep understanding of who your Client Avatar is.

Having a better idea of who it is that you will be working with will help you:

- Determine what social media platforms your clients are spending their time on, so you know where to be present and active.
- Be more effective in your advertising.
- Better understand the pains, pleasures, desires and wants of your clients so that you can position your service to meet their needs.
- Deliver and develop better products and services to anticipate the needs, behaviours and concerns of your clients.

In this worksheet I will be asking you to create your Client Avatar, which will allow you to know exactly who you should be targeting to increase your bookings. See an example of my Client Avatar on the next page. Then go ahead and use the worksheet to develop your own Client Avatar.



Client Avatar Worksheet



MEET EVE THE EVENT PLANNER

Age:	27+
Status:	Married
Location:	North Carolina
Gross Earnings:	\$30K+
Time in Business:	1yr+

Eve is an Event Planner who is age 27 and older who has been in business for 1 year or more. Eve works alone and runs all parts of her business.

Eve has a passion for creating dream weddings for her clients, but she is starting to see that her dream business of more freedom, flexibility and a higher income is not being achieved. She loves the idea of owning her own business, but she is struggling to get her business off the ground, find event clients and build her business to the point where she can comfortably support herself and her family.

Eve doesn't feel like she will be successful enough to work in her event planning business full-time. She currently works in a full-time day job earning \$30K+ a year and her event planning business is a side operation completed in the evenings and on the weekends. Eve feels stuck and is determined to build and grow her business to replace her full-time income. She is aware that it will take time and commitment on her part, but she is keen to grow her revenue and setup the right systems and strategies to make it happen.

CREATE YOUR CLIENT AVATAR NOW!

AVATAR DEMOGRAPHICS

Age Range:	
Location:	
Family Status (Dating, marriage, parenting, engaged, etc.):	
Income Range:	
Work industry (Graphic design, education, business etc.):	



Client Avatar Worksheet

AVATAR INTERESTS

Entertainment (Movies, TV, events, music, reading etc.):	
Fitness and Wellness (Dieting, gyms, meditation, nutrition, physical exercise, sports etc.):	
Food and Drink (Foodie, cooking, restaurants, alcoholic beverages):	
Hobbies (Gardening, pets, travel, politics, vehicles, arts etc.):	
Digital activities (Facebook, Twitter, online shopping etc.):	

AVATAR GENERAL

What are their concerns related to your event planning service?	
What has happened in the past that led them to this point?	
How do they feel about working with an event planner?	
What about your service matters to this person?	
How does your service solve their need, pain, or make them feel good?	



Client Avatar Worksheet

How does your event planning service better their life?	
What goes through their mind before they hire an event planner?	
What is the “final straw” that makes them pull the trigger and move forward with hiring you?	
What other important points did you discover during your research?	

“This workbook only works if you do! So print it out, fill it in and let’s get started. I can’t wait to see you bring in those clients and take your business to the next level.”

JODY-ANN ROWE