

Marketing your Practice

Building your Branding avatar

Think of your ideal customer and the customers/clients who purchase your services the most. I want you to envision being them. When answering these questions, don't think of it as excluding others. For example, if your avatar identifies as female, that doesn't mean our marketing EXCLUDES male-identifying folks.

- Where does my avatar hang out?
- What websites do they go to?
- What do they read?
- What do they watch on TV?
- What do they do in their free time?
- What are their goals?
- Who are their heroes?
- Who are their enemies?
- Who do they want to please?
- Who are they responsible for?
- Who might they let down or fail?
- What keeps them up at night?
- How much money do they make?
- What do they spend their money on?
- What's their job?
- Do they have insurance benefits?
- How old are they?
- Gender?
- How do they like to communicate?
- How's their health? Do they go to the doctor frequently or regularly or never?
- What are their favourite hobbies?
- Who are their strengths?
- What are their weaknesses?
- Describe their personality
- Now name your avatar!

Now any time you're writing copy, (anything that your clients are going to be reading) you want to write it to that avatar.