VIRTUAL
INGENUITY, LLC

Creating Your Avatar & Defining Your Ideal Client

Show Notes

In this episode of The Virtual Ingenuity Business Podcast, Claudine Land, Business Strategist of Virtual Ingenuity, LLC, and Catherine Napoli, owner of Marketing Success Pros, discuss using the Find My Customer Avatar Cheat Sheet to help identify your ideal customer.

Catherine Napoli is a Brain Change Facilitator. She spent many years in the marketing and business coaching field and works with her clients to facilitate real and lasting change for their businesses. Catherine enjoys crafting solutions that make sense to each client's unique situation.

One of the most important uses of a customer avatar is in marketing to your target audience. Finding your customer avatar is the first step before creating your product or defining your services. It should help you narrow your marketing practices and improve your targeting. Your customer avatar should enable you to attract more qualified leads.

Listen as we discuss:

- What is an avatar and why do you need one for your business?

- What is an avatar cheat sheet?

- Your product or service is perfect for everyone, so why should you limit your audience?

- Should you cast a big net or a small one to attract clients?

- Is it possible to have more than one avatar?

- You are new. You don't have an ideal client yet. How do you create an avatar?

- Is there a customer avatar template?

We close by asking Catherine if our listeners could have one take-a-away from what we talked about today, what is that one takeaway, and what is the one piece of advice she wished someone had given her when starting her business.

Learn more about Marketing Success Pros:
- Website: https://www.MarketingSuccessPros.com
- Facebook: https://www.facebook.com/BusinessSuccessPros
- Facebook: https://www.facebook.com/profile.php?id=100077934383810

Tune in to additional episodes of The Virtual Ingenuity Business podcast on Apple Podcast and Spotify.

- Apple Podcast: https://podcasts.apple.com/us/podcast/the-virtual-ingenuity-business-podcast/id1644909518

- Spotify: https://open.spotify.com/show/43s0aubuQOxnjXoqqAnjIp

We would love it if you like, subscribe, rate, and comment.

You may visit our website at: https://virtualingenuityllc.com

Thank you for listening. Let's impact together!
Virtual Ingenuity, LLC