



# your ideal client avatar

Fill in the template below to create your prospect profile.

## SECTION 1

Prospect name: \_\_\_\_\_ Age: \_\_\_\_\_

Occupation: \_\_\_\_\_ Marital status: \_\_\_\_\_

Household income: \_\_\_\_\_ Net worth: \_\_\_\_\_

Location: \_\_\_\_\_ Political leaning: \_\_\_\_\_

## SECTION 2

Hobbies and interests: \_\_\_\_\_

Personality traits: \_\_\_\_\_

Buying habits: \_\_\_\_\_

Subscriptions and websites: \_\_\_\_\_

## SECTION 3

What is this person's unspoken question or concern about their situation and/or therapy?

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What is the need, problem, or opportunity for you as a mental health care provider?

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How is the need, problem, or opportunity defined by your prospect?

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