

FREE WORKSHEET · CHAPTER 2

CLIENT AVATAR BUILDER

Build your ideal client in 30 minutes. Pages 1-3 are blank. Page 4 is a fully-completed example so you know what "done" looks like.

01 THE PROFILE

WHO THEY ARE

FIRST NAME (REAL OR REPRESENTATIVE)	AGE
FAMILY SITUATION	OCCUPATION
INCOME RANGE	LIFE STAGE

HOW THEY CURRENTLY SPEND A TYPICAL TUESDAY MORNING

02 THE THREE PROBLEM LAYERS

STORYBRAND

EXTERNAL — THE VISIBLE PROBLEM THEY'D DESCRIBE TO A STRANGER

INTERNAL — HOW THAT PROBLEM MAKES THEM FEEL ABOUT THEMSELVES

PHILOSOPHICAL — WHY SOLVING IT MATTERS IN THEIR BIGGER STORY

WHY THIS MATTERS

External problems sell ads. Internal problems sell the consult. Philosophical problems sell the membership. Your messaging stack has to hit all three.

THE 14 INTERVIEW QUESTIONS

Pull these answers from a real member or past prospect. Their words become your ads.

1. WHAT WERE YOU DOING ABOUT YOUR FITNESS BEFORE YOU CONSIDERED OUR GYM?

2. WHAT PUSHED YOU TO FINALLY DO SOMETHING ABOUT IT?

3. WHAT DID YOU TRY BEFORE THAT DIDN'T WORK, AND WHY DIDN'T IT WORK?

4. WHAT WERE YOU AFRAID WOULD HAPPEN IF YOU JOINED A GYM?

5. WHAT WERE YOU AFRAID WOULD HAPPEN IF YOU DIDN'T?

6. WHAT DID YOU HOPE WOULD CHANGE BY JOINING?

7. WHAT DID YOUR SPOUSE, FRIENDS, OR COWORKERS SAY WHEN YOU BROUGHT IT UP?

8. WHAT'S THE ONE MOMENT THAT MADE YOU FEEL LIKE "YES, THIS IS FOR ME"?

9. WHAT SURPRISED YOU MOST AFTER JOINING?

10. WHAT WOULD YOU SAY TO SOMEONE WHO'S WHERE YOU WERE 6 MONTHS AGO?

11. WHAT DO YOU WISH WE HAD TOLD YOU SOONER?

12. WHAT'S YOUR BIGGEST WORRY NOW, SIX MONTHS IN?

13. IF YOU COULDN'T COME TO OUR GYM ANYMORE, WHAT WOULD YOU MISS?

14. IN ONE SENTENCE: WHAT DOES THIS GYM GIVE YOU THAT NOTHING ELSE DOES?

THE VOICE FILE

The exact phrases your avatar uses. Paste these into ads, emails, and landing pages. Stop guessing what to say.

03 PHRASES THEY ACTUALLY SAY

HOW THEY DESCRIBE THEIR PAIN (THEIR EXACT WORDS)

HOW THEY DESCRIBE THEIR GOAL (THEIR EXACT WORDS)

WHAT THEY CALL GYMS THEY HATED (E.G. "INTIMIDATING", "MEATHEAD-Y")

04 MESSAGING TEMPLATES

PLUG & PLAY

TEMPLATE	FILL IN THE BLANK
Pain Hook	For [AVATAR] who [PROBLEM] without [FEAR].
Result Hook	[AVATAR]: get [SPECIFIC RESULT] in [TIMEFRAME].
Frustration Hook	Tired of [WHAT THEY HATE]? You're not alone.
Contrast Hook	Most gyms are [COMMON]. We're [DIFFERENT].
Identity Hook	For [AVATAR] who refuse to [SETTLE FOR].

05 THE QUICK TEST

Read your draft ad to your avatar in your head. If they'd hear it and think "that's me, that's exactly what I'm dealing with" you nailed it. If they'd think "that's vague, that could be any gym" start over.

COMPLETED EXAMPLE AVATAR

This is what a fully built avatar looks like. Based on the kind of post-parturum mom that converts at gyms like X4 Fitness and Prevail Strength & Fitness.

PROFILE

Sara · 34 · Post-Postpartum Mom

FAMILY

Married, two kids under 5. Husband works full-time, supportive but busy. Sara is the default parent for school pickup, doctor visits, and weekend logistics.

OCCUPATION + INCOME

Part-time marketing coordinator, works from home. Household income \$110K-\$140K. Has discretionary income but feels guilty spending on herself.

TYPICAL TUESDAY MORNING

Up at 6:15am with the youngest. Coffee while making lunches. School drop-off by 8:15. Home, opens laptop, immediately distracted by laundry. *Plans to "start working out Monday" almost every Sunday night.*

THE 3 PROBLEM LAYERS

What's actually going on

EXTERNAL (WHAT SHE'D TELL A STRANGER)

"I want to lose the baby weight. I haven't really worked out since my second was born."

INTERNAL (HOW SHE FEELS)

"I look in the mirror and don't recognize myself. *I feel like I keep telling myself I'll start Monday and I never do.* I'm losing trust in myself to follow through on anything for myself."

PHILOSOPHICAL (THE DEEPER WHY)

"I want to feel like ME again. *I want to be the kind of mom my kids see being strong, not exhausted.* I want to buy clothes I actually want to wear, not just what fits."

SARA'S VOICE FILE

HER EXACT WORDS

Pulled from interviews with real post-partum members

HOW SHE DESCRIBES HER PAIN

"I'm tired all the time." "I look at photos and don't recognize the woman in them." "My back hurts just picking up the baby." "I have nothing in my closet that fits." *"I keep starting things and quitting."*

HOW SHE DESCRIBES HER GOAL

"I just want to feel like myself again." "I want to be able to play with my kids without getting winded." "I want to feel strong, not skinny." *"I want to actually finish something I start."*

WHAT SHE CALLS GYMS SHE'S HATED

"Intimidating." "Meathead-y." "Too young." "Full of mirrors." "Crowded." "Pushy salespeople." "Like the people there have it all figured out and I don't."

MESSAGING TEMPLATES · FILLED IN FOR SARA

Plug-and-play hooks

PAIN HOOK

"For moms who don't recognize themselves in photos anymore without spending 5 nights a week away from the kids."

RESULT HOOK

"Postpartum moms: feel like yourself again in 90 days. 3 sessions a week. Childcare included."

FRUSTRATION HOOK

"Tired of starting Monday and quitting Thursday? You're not lazy. You just need a real plan and a coach who knows what postpartum recovery actually looks like."

CONTRAST HOOK

"Most gyms are built for 22-year-olds with no kids. This one isn't."

IDENTITY HOOK

"For moms who refuse to lose themselves in motherhood."

Why this works: Notice how every line uses Sara's words, not generic gym speak. No "transform your life." No "fitness journey." Just her exact pain and her exact goal, mirrored back. That's the test. If your avatar would read your ad and think "that's me," you're done.