


The Avatar Advantage


Using metrics, networking, and AI to understand and attract the right clients

Handouts

 Customer Avatar - Make Your Content And Marketing Speak To People.pptx
<https://docs.google.com/presentation/d/1NoiPiLvrYFtfqDPLjK-AfB7ocsdXI64D/edit?usp=sharing&oid=109125758766441115500&rtpof=true&sd=true>

VC Prompt:

I need your help defining my customer avatar. I want you to ask me up to 20 questions (fewer if it isn't needed), but only ask me 1 question at a time. The goal is to help me identify my customer avatar (who I serve, what they're like, and people I've worked with... what's the pattern) or if I haven't worked with anyone yet, then my ideal client (who is qualified to work with me, who is the right person for me to work with). The aim is to help me know exactly WHO I serve or who is my potential client. Use the uploaded file to understand what I'm trying to identify for my Ideal Client/Customer Avatar. After I answer all of the questions, generate a 2-3 page detailed Customer Avatar report with a 1 paragraph summary of the avatar, 3-5 paragraphs telling me what I need to know about them, 3-4 paragraphs that help me know what language they likely use to describe their problem, and a final action steps section where you tell me how I can talk to this person in real life.

 Customer Avatar Profile
https://docs.google.com/drawings/d/1c1q1dQxch9_GzB5fBDVPdcqH0rMITFhbFBoHtSHx_74/edit?usp=sharing

Quick recap

Warren discussed the importance of creating and understanding customer avatars, emphasizing their role in effective marketing and client acquisition through data-driven approaches and direct engagement. He provided guidance on using various tools and techniques, including social media metrics, the "Rose Bud Thorn" system, and AI tools like ChatGPT, to better understand and connect with potential clients. Warren also covered practical aspects of networking, creating AI Marketer projects, and managing business information, while encouraging participants to take action and adapt their strategies as needed.

Summary

Customer Avatar and Target Audience

Warren discussed the importance of creating a customer avatar, which is a representation of the ideal client. He explained that an avatar should be based on patterns observed from existing clients or an ideal client profile if no sales have been made yet. Warren emphasized the distinction between a niche, which focuses on the problem and solution, and an avatar, which focuses on the target audience. He also introduced the concept of a "Novatar," which represents the type of client one does not want to attract. Warren shared his experience of using social media metrics to identify his target audience, noting that in his case, men were primarily interested in AI topics.

Understanding the Customer Avatar

Warren emphasized the importance of understanding the customer avatar, explaining that it is crucial for effective marketing and client acquisition. He advised focusing on gathering data about potential and existing clients, including demographics and behavior, rather than making assumptions. Warren stressed that knowing the avatar helps in creating targeted content and calls to action that resonate with the audience, ultimately leading to more effective marketing efforts and client engagement.

Customer Avatar Engagement Strategy

Warren emphasized the importance of understanding the customer avatar by engaging directly with potential clients rather than relying on past experiences. He introduced the "Rose Bud Thorn" system to facilitate meaningful conversations and build connections. Warren encouraged participants to initiate contact with 10 people daily and talk to one, transforming them into active networkers. He stressed that being proactive in building relationships is crucial for identifying and serving the target audience effectively.

Customer Avatar Understanding Strategies

Warren emphasized the importance of understanding the customer avatar, stating that it is crucial for effective marketing and business growth. He explained that this understanding can be achieved through direct conversations with potential clients or individuals who know them, and he suggested using AI tools like ChatGPT to analyze these interactions. Warren also highlighted the significance of networking and building relationships, comparing the process to that of a gardener who tends to all plants regularly. He encouraged participants to make networking a daily routine and provided a backup exercise using a PDF and ChatGPT to help define their customer avatar.

ChatGPT for PDFs and Networking

Warren guided participants through the process of using ChatGPT with PDFs and photos, addressing technical issues and clarifying steps. He emphasized the importance of active listening and suggested interrupting conversations to ensure understanding, rather than relying on recording methods. Chris raised questions about networking and active listening, and Warren advised starting with known contacts and practicing curiosity during conversations. Chris also mentioned a Reddit scraping procedure for market research, which Warren encouraged sharing in the chat.

Avatar Development and Iterative Learning

Warren provided guidance to Jeanette on uploading files and entering prompts, and reassured Claudia that it's acceptable to say "I don't know" when encountering unknown questions. James discussed his struggle with defining his niche and avatar, and Warren advised focusing on niche development before proceeding with other steps. Warren emphasized that the avatar process is iterative and not a one-time task, sharing his own career evolution as an example, and encouraged participants to adapt as their audience's needs change.

Psychotherapist's Transition to Consulting

Melanie, a depth-oriented psychotherapist with 30+ years of experience, discussed transitioning from clinical work to consulting and coaching, seeking advice on reaching out to previous clients. Warren suggested checking local laws regarding client contact and proposed a strategy of hosting a free call to gently introduce her new services. Melanie also inquired about refining her target audience, and Warren advised focusing on STEM professionals only if supported by data. Warren encouraged Melanie to review past class recordings and emphasized the importance of a clear niche.

Creating an AI Marketer Project

Warren explained how to create and use an AI Marketer project in ChatGPT, which stores business information and can answer marketing questions. He demonstrated how to upload files to the project and use the "add this to your memory" command for cross-conversational recall. Warren emphasized the importance of watching the replay recording from the previous class, which shows how to create the AI Marketer project.

ChatGPT Upgrade and Project Management

Warren strongly recommended upgrading to the paid version of ChatGPT for \$20, emphasizing its value and practical applications, and suggested using projects for better organization and context retention. He explained how to create, edit, and

manage projects, as well as how to generate and download reports, and highlighted the importance of detailed prompts for optimal results. Warren also discussed the limitations of ChatGPT's memory and the benefits of using projects to store and retrieve information effectively. He encouraged attendees to create their AI marketer project and to start networking and taking action to achieve their business goals.