

CLIENT AVATAR

IDEAL CLIENT WORKBOOK

FOR

INTERIOR DESIGN & HOME REMODEL
BUSINESSES



kitchen & bath
MARKETING SOLUTIONS

5-day challenge

checklist

01 List your top 5 favorite clients

02 Review commonalities of your clients

03 See where they overlap and where you are providing services to a select group

04 Review their emotional needs and how you service them

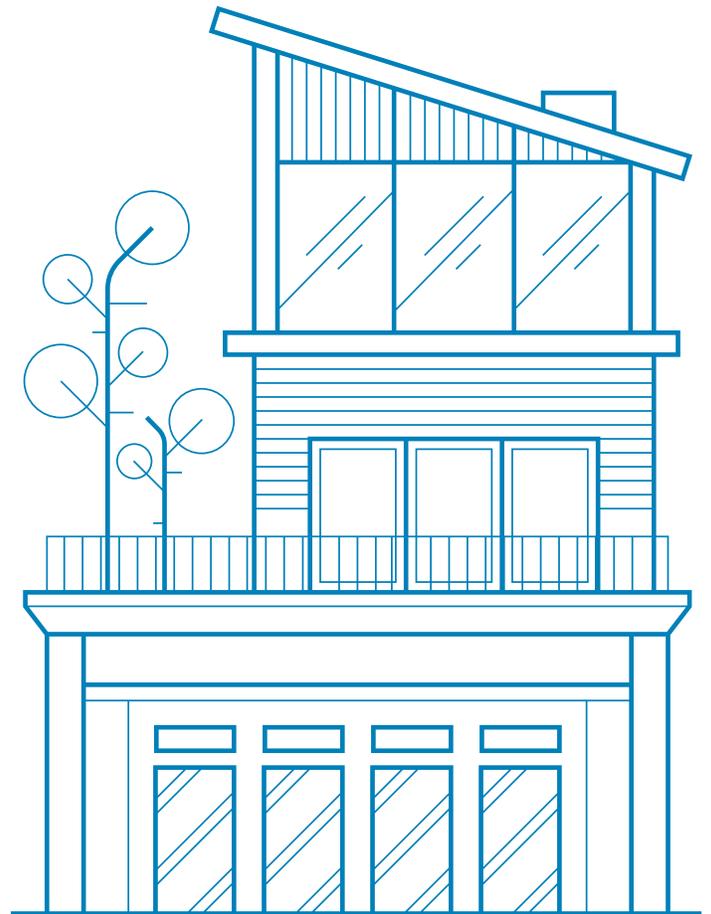
05 Implement writing a Social Media post to attract your desired client

You can do this in one day if you want to.

who is your ideal client?

look at past clients

- Emotionally
- Their Goals
- Client needs
- Experience
- Personality
- Lifestyle
- Service requirement



Who are your top 5 clients?

Challenge Day 1

Write down each client you loved
add their name, then list additional items below their name:

1

3

5

2

4

To do:

Below each name, list out facts for each client.
gender/ relationship status, car type, age, job,
project duration and design budget per job.

YOUR NOTES

Client Characteristics

Consider the following factors when defining your ideal client avatar:

Demographics

- Homeowner
- 35+ years old
- Typically female
- Married with 2-3 kids
- Head of household
- \$85K+ Annual Household Income
- Family oriented
- Reliable
- Easily frustrated
- Likes to please people & expects the same in return
- Not handy
- Likes gardening, crafting & arts
- Lives in the suburbs - upper middle class neighborhood
- Takes an interest in her community

Pains and Frustrations

- Their space is not working like they want it to
- Can't decide on the style they would like
- Needs to get their space more functional
- Too busy to deal with it
- Worried if left undone, the space at their house could be unhealthy for family

Fears and Implications

- Finding the wrong designer/remodeler
- Paying too much for something they will not like
- Having home damaged by faulty workmanship
- Having to wait around weeks/months for the remodel to be completed
- May cause a disaster in the house
- Peace of mind
- Cost will be too high or more than expected

Client Characteristics

Consider the following factors when defining your ideal client avatar:

Dreams and Aspirations

- Be well respected by family & friends
- Buy a nicer home
- Retire at 65 without any worries
- Kids grow up healthy, happy & successful

Goals and Desires

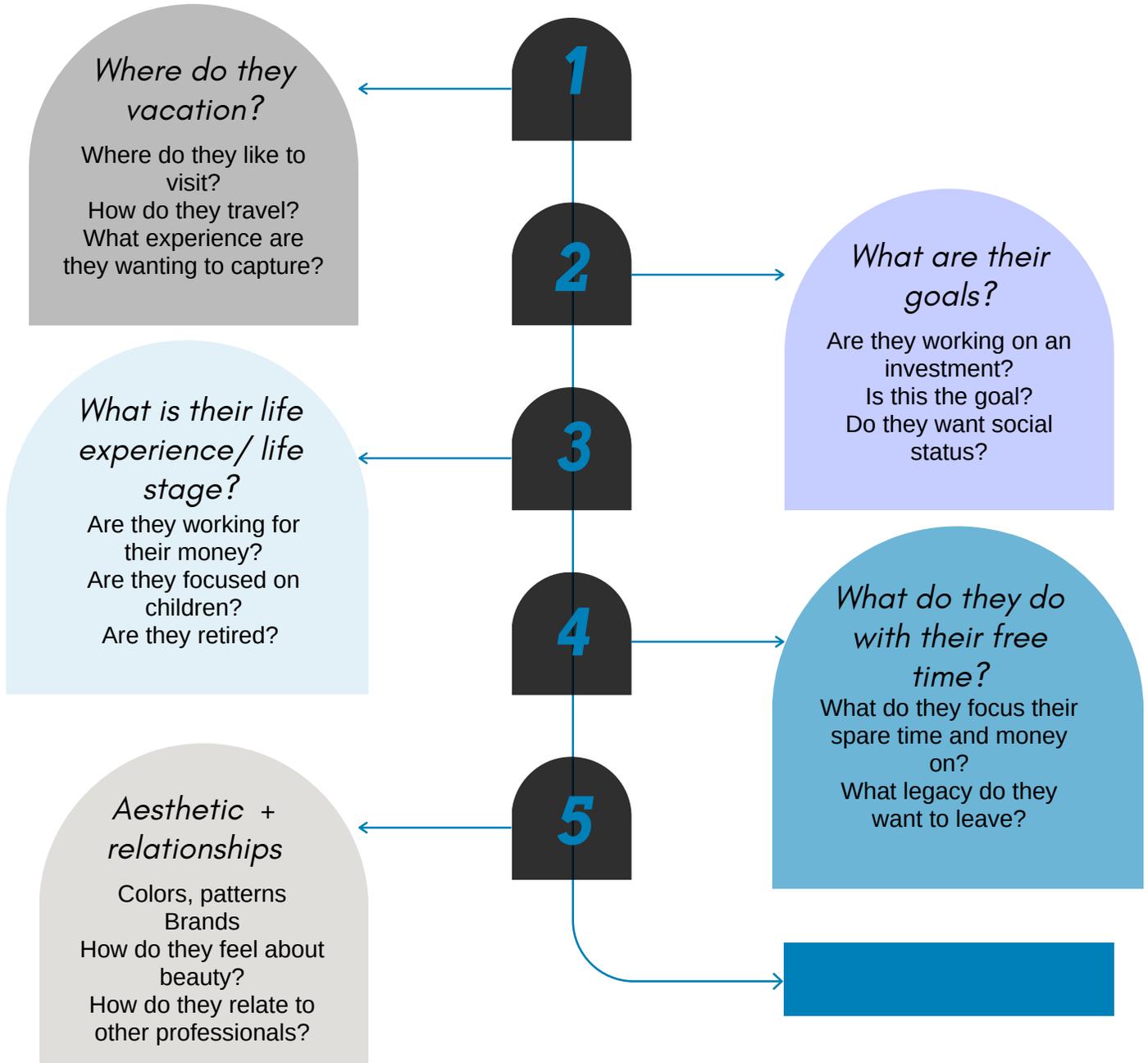
- Get their space remodeled
- Have the issue behind them
- Have a well kept home
- Take care of her family
- More income, money and, Wealth
- Live in a nicer more luxurious home
- Spend more time with family
- Make memories for the family
- Travel and have fun with family
- More organized and tidy lifestyle
- Respect and approval of friends, family and relatives
- Peace of mind

From A Design/Remodel Company?

- Friendly, competent, honest, reliable and convenient
- Work with a designer/remodeler who can accommodate their schedule (after hours or during the weekend if needed)
- To find that “great” person/company that does such a good job they (the home owner) can proudly recommend their friends and look like a hero

Lifestyle Description

Challenge Day 2



notes

Lifestyle Description

Challenge Day 2

PRINT THIS FORM 5 TIMES fill out this sheet for each client

1

Where do they vacation and what does that say about them? Style, service level, experience:

2

What was the client wanting to achieve? Goals:

3

What was the life experience and life stage of the client?

4

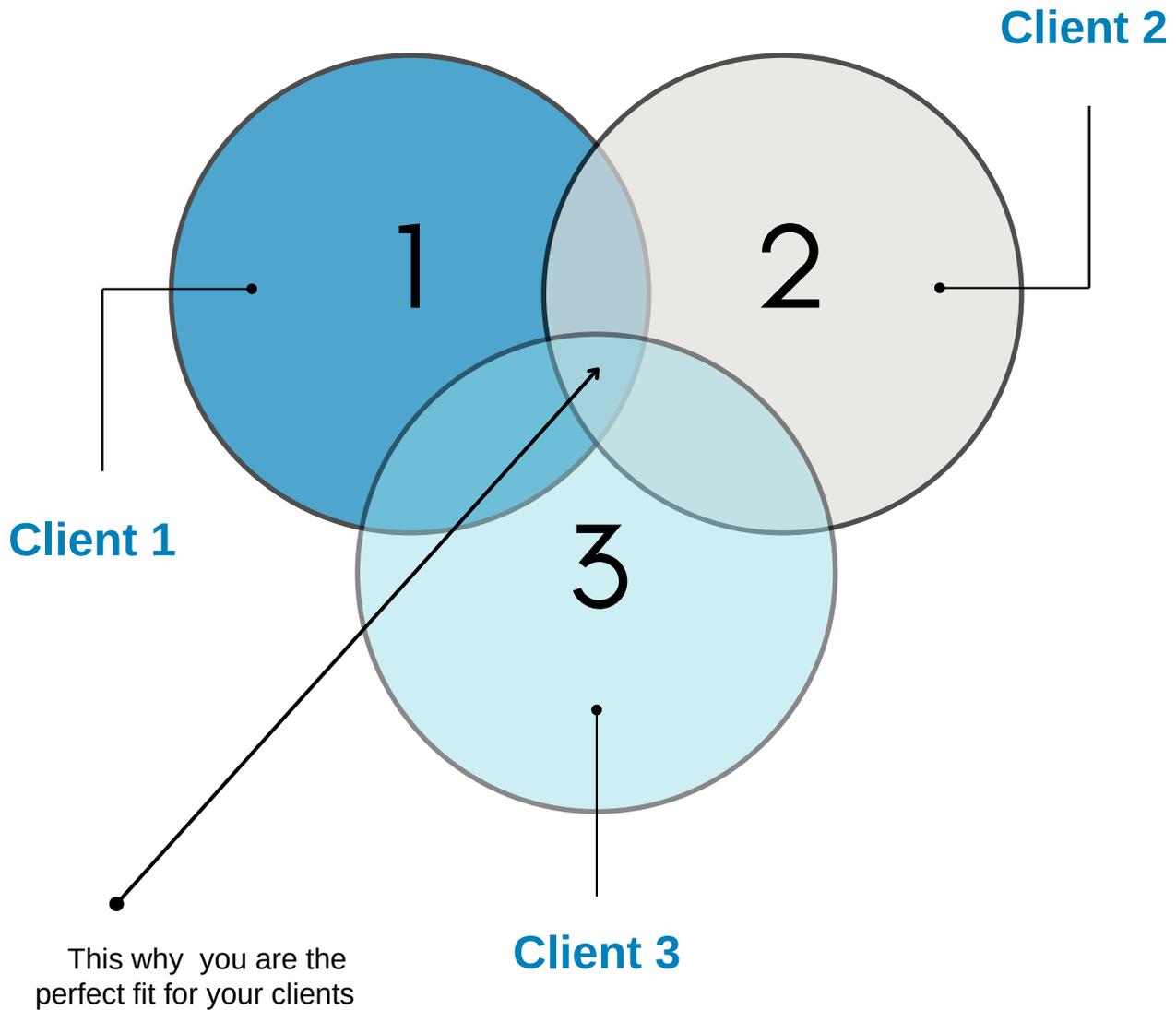
In this client's spare time they :

5

Overall what was this client's relationship with you, relationship with money and how they treat other professionals?

What do your top 5 clients have in common?

Challenge Day 3



Let's find out:

Emotion + Service

Challenge Day 4

QUESTIONS

ANSWERS

How did this client find you?

What did they really need you to solve?

How did they feel when looking for you?

How did they feel after hiring you?

What level of service is this client use to?

How much was their budget?

Were they open to adjusting the budget and timelines after being educated?

What were the things you provided and completed for them that was a good match for what your business provides?

Where did you go above and beyond their expectations?

*What level of service do your best clients want?
What was their emotional status?*

What did you learn?

Challenge Day 4

After reviewing 5 clients// what is your conclusion?

What they were looking for?

What did you provide?

Save these lists and reference them when writing your bio for the website, social media posts, and blog topics.

Outline

Challenge Day 5

Example of a client focused post

Describe the client's problem in their words:

We provide/do:

So you/client can feel :

We are known for

Our clients appreciate: (describe the results made)

Social media post example:

The best homes to buy for investment are 70's ranch style homes. You know why? We love making the huge transformations between the closed kitchen to creating a family friendly space. When you walk in the door don't let that boring formal living room with flocked wallpaper throw you off. It's a gold mine after a few space planning changes. Call us! We can make that investment pay for itself while making the home of your dreams.

Marketing Guide

Challenge Day 5

01

Your client is most likely to find you:

04

The best characteristics of what I provide is:

02

Your client begins the process feeling and ends feeling?

05

My project average budget is:

03

Compare your service with an experience your client already pays a premium for the "better service:" (flying first class, chartering a PJ, Renting a home with a chef, Automated light control)

06

My client's feel safe with me because:

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