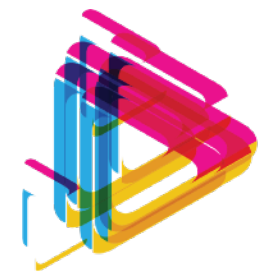


# The 13 Step Client Avatar Process



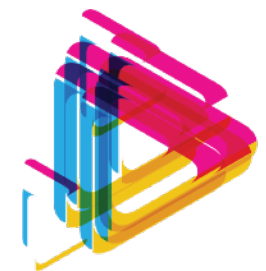
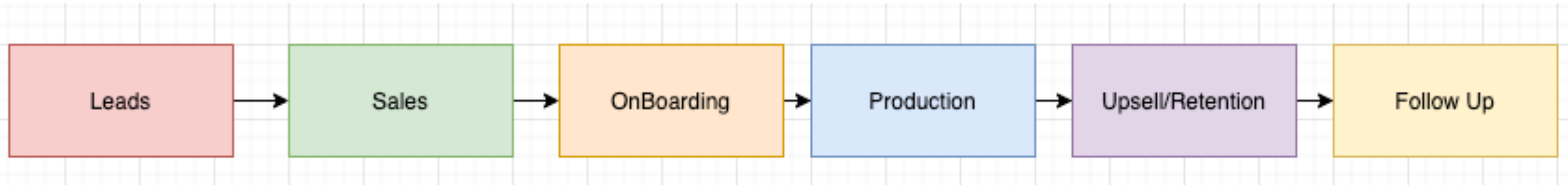
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# The Client Journey (AKA Critical Client Flow)



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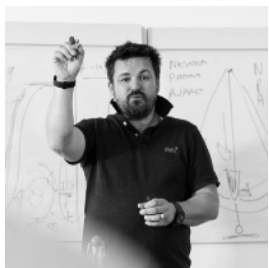
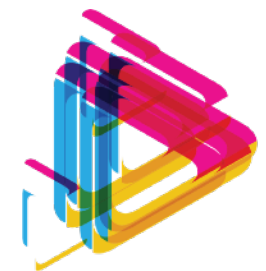
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# Example Strategic objective



**“We just need more leads”**



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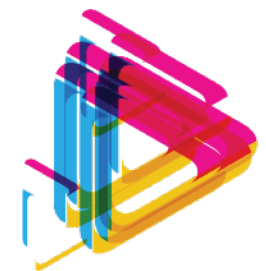
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**“We just need more leads”**

**S.M.A.R.T**

**Specific**  
**Measurable**  
**Achievable**  
**Realistic**  
**Time Specific**



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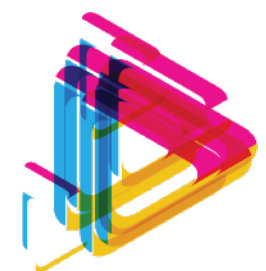
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**“We just need more leads”**

## **S.M.A.R.T. Goal**

**We have a specific and well-articulated offer that targets our ideal clients and delivers 10 leads a week consistently.**



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**S.M.A.R.T. Goal** We have a targeted and well-articulated offer that attracts our ideal clients and delivers 10 leads a week consistently.

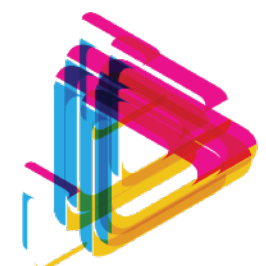
**Specific** - Targeted and well-articulated offer

**Measurable** - Attracts ideal clients

**Achievable** - is 10 leads per week achievable (you decide)

**Realistic** - 90 days from now is this realistic (you decide)

**Time Specific** - 10 leads a week consistently.



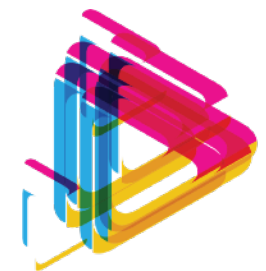
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# 1. Create a detailed ideal client avatar

*(or avatars - you will likely have more than 1 - you will need to run this exercise for each)*



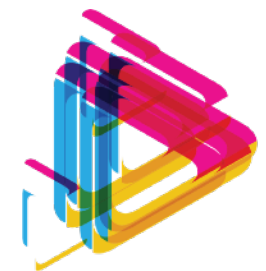
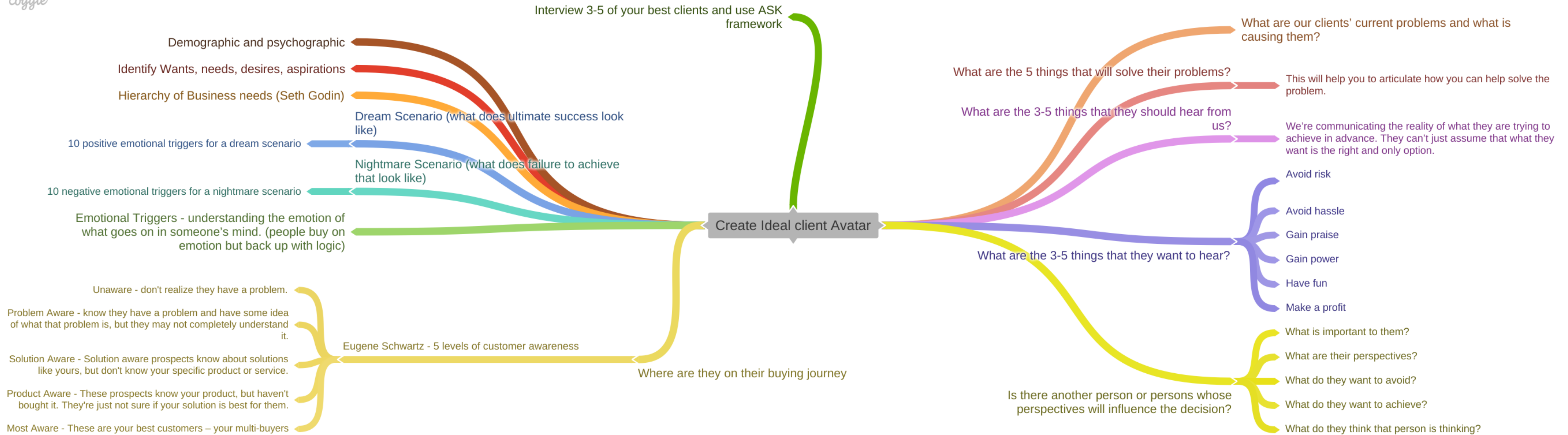
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# Who are you talking to?

coggle



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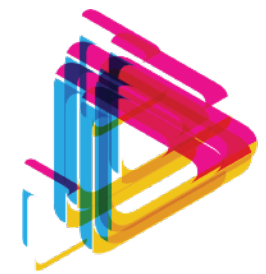
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# Step by step execution checklist

1. Identify Wants, needs, desires, aspirations
2. Demographic and psychographic
3. Hierarchy of Business needs (Seth Godin)
4. Dream Scenario (what does ultimate success look like)
  1. 10 positive emotional triggers for a dream scenario
5. Nightmare Scenario (what does failure to achieve that look like)
  1. 10 negative emotional triggers for a nightmare scenario
6. Emotional Triggers - understanding the emotion of what goes on in someone's mind.
7. Eugene Schwartz - 5 levels of customer awareness - [https://www.copyengineer.com/post\\_five\\_levels\\_customer\\_awareness/](https://www.copyengineer.com/post_five_levels_customer_awareness/)
  1. Most Aware - These are your best customers – your multi-buyers.
  2. Product Aware - These prospects know your product, but haven't bought it. They're just not sure if your solution is best for them.
  3. Solution Aware - Solution aware prospects know about solutions like yours, but don't know your specific product or service.
  4. Problem Aware - know they have a problem and have some idea of what that problem is, but they may not completely understand it.
  5. Unaware - don't realize they have a problem.
8. What are our clients' current problems and what is causing them?
9. What are the 5 things that will solve their problems?
  - This will help you to articulate how you can help solve the problem.
10. What are the 3-5 things that they should hear from us?
  - We're communicating the reality of what they are trying to achieve in advance. They can't just assume that what they want is the right and only option.
11. What are the 3-5 things that they want to hear?
  - Avoid risk
  - Avoid hassle
  - Gain praise
  - Gain power
  - Have fun
  - Make a profit
12. Is there another person or persons whose perspectives will influence the decision?
  - What is important to them? What are their perspectives?
  - What do they want to avoid?
  - What do they want to achieve?
  - What do they think that person is thinking?
13. What experience can we give this prospect that will turn them into raving fans?



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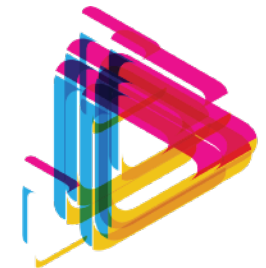
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# 1. Identify Wants, Needs, Desires, Aspirations

The power of

# The Ask Framework



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# Ask Framework

Questions to ask:

**RECORD THE INTERVIEW - THIS IS CRUCIAL**

## Q1. Why do you hire us?

(don't over complicate this question and don't lead the answer something like "what do you like about working with us" we need them to describe in their words, not yours!

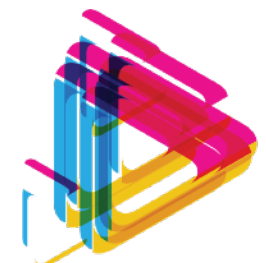
## Q2. What have been some less than ideal experiences when working with video production suppliers. Can you tell me about that?

(You are looking for what that pain was and what impact that had - this question also opens them to share what is important too them e.g Their values)

## Q3. How do you feel when you work with us?

This is an important question because you want them to reveal how you make them feel - you are looking for "You make it easy , or "I don't have to worry", or similar. Humans make decision based on emotion first and then back it up with logic later.

If you are only getting short answers ask: "what else", then shut up and let them speak.



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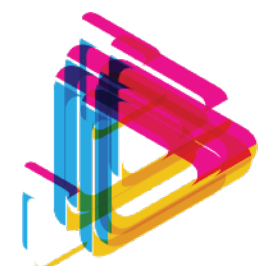
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**Step 3 - Use open ended questions**

## 2. Demographic and Psychographic

**Demographic (dry facts)** - “Who” is buying - age, sex, marital status, kids? Income bracket?

**Psychographic (behaviours)**- “Why” they buy - personality characteristics, lifestyle, social class, attitudes, principles and beliefs, activities and interests



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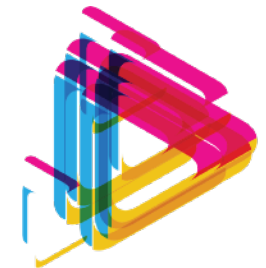
**Beth, 29, single, lives with 2 housemates in a share house in the suburbs of London.**

**Marketing lead for a large healthcare device manufacturer. Earns 35,000 per year. Does not own a car.**

**Loves Yoga, is vegan, hates that our planet is getting polluted and is a passionate advocate for getting rid of single use plastics and wants to live as green as possible.**

**Would like to meet a partner but is quite fussy and has a list of ideal tick boxes for an ideal partner. Would like kids one day and is quietly worried she's getting old and time is running out.**

**Loves her job and has a great boss - she's not looking to run the department and is happy in her role but would like to earn more money...**



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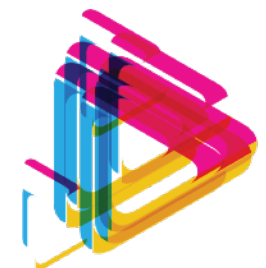
**Bill, 62, runs his own engineering firm making parts for aircraft and yacht vacuum toilets.**

**Happily married for 38 years to Vic his wife who also works in the business as the CFO.**

**They have 3 kids, Oliver is 32 , married and they have a son Levi who is 18 months old. (Bill loves being a grandad) Rich is 27 and is overseas working in finance. Hayley is 23 and is working for a fashion brand in marketing.**

**Bill likes to play golf every Saturday without fail. Then enjoys a few beers in the clubhouse afterwards before heading home for a good dry aged rib eye and a nice bottle of shiraz from his extensive wine cellar.**

**He drives a Jaguar F-Pace and likes to get a new car every 2-3 years.**



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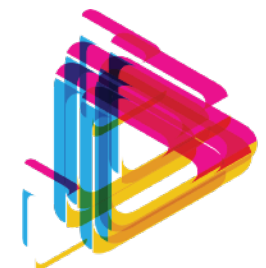
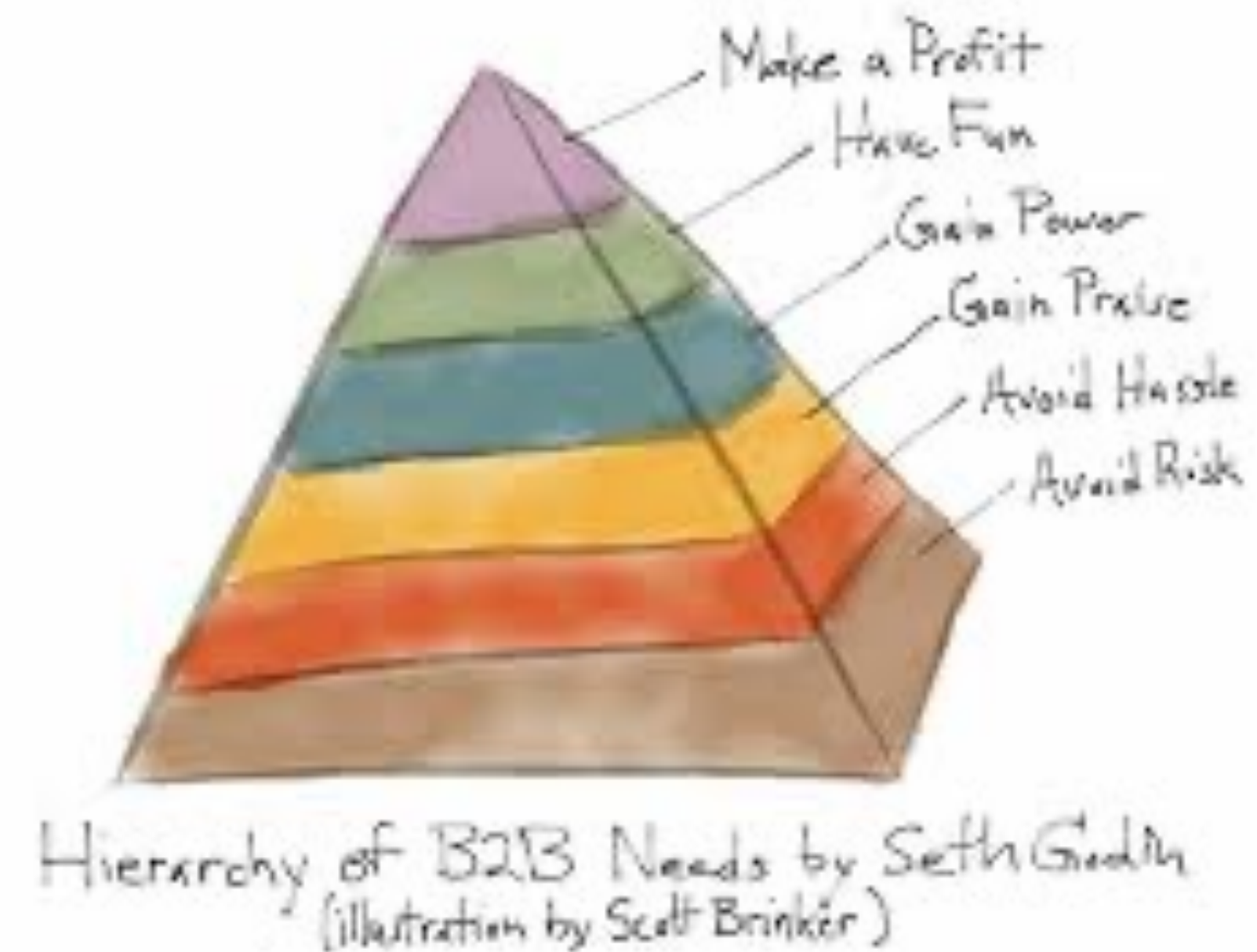
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### 3. Hierarchy of Business needs (Seth Godin)

1. Avoid risk
2. Avoid hassle
3. Gain praise
4. Gain power
5. Have fun
6. Make a profit



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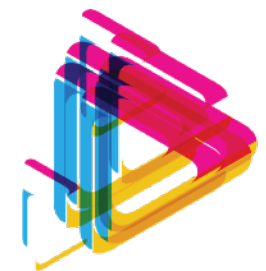
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# 4. Dream Scenario (what does ultimate success look like)

10 common positive emotional triggers for a dream scenario



1. Love
2. Serenity
3. Forgiveness
4. Awe
5. Joy
6. Interest
7. Hope
8. Pride
9. Amusement
10. Inspiration



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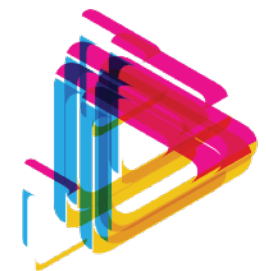
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# 5. Nightmare Scenario (what does failure to achieve that look like)

10 common negative emotional triggers for a nightmare scenario

1. Regret
2. Sadness
3. Blame
4. Resentment
5. Threatening
6. Anger
7. Hostility
8. Insecurity
9. Worry
10. Frustration

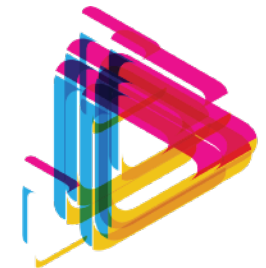


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**Are their needs the same? and can you talk to them the same way and expect to get the desired outcome?**



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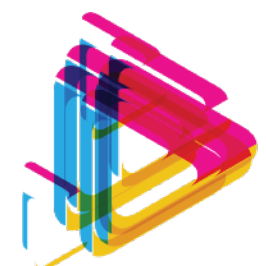
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## 6. Emotional Triggers

Understanding the emotion of what's really goes on in someone's mind when they are evaluating a business decision is key - Humans make buying decisions based on emotion then validate with logic.



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**Bill has experience, but is spending his own money 'can't be fooled by whizz bank creative'**

**Wants a tangible outcome.**

**Does not suffer fools and is jovial but very serious about business.**

**Is happy go lucky but if you try to pull the wool over his eyes he'll sniff you out in a heartbeat.**

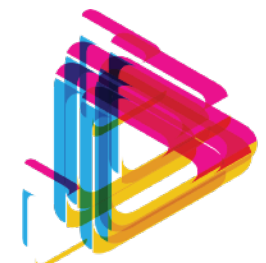


**Beth is spending part of her departments annual budget as part of a wider campaign of a new product launch, video is part of that.**

**She's only done 2 video campaigns previously, and is a little overwhelmed by her current workload and deadlines.**

**She's worried that she'll drop the ball and her boss will think less of her.**

**She's hyper efficient but nervous that she's spending so much money, compared to a print campaign.**



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# 7. The 5 levels of customer awareness

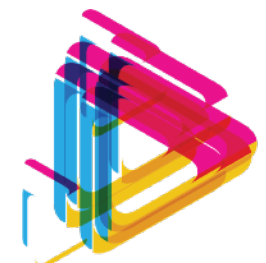
Where are you entering the conversation on their head?



Source: *Great Leads* by Michael Masterson and John Forde

#convcon @bmassey @zahay

1. Most Aware - These are your best customers – your multi-buyers.
2. Product Aware - These prospects know your product, but haven't bought it. They're just not sure if your solution is best for them.
3. Solution Aware - Solution aware prospects know about solutions like yours, but don't know your specific product or service.
4. Problem Aware - know they have a problem and have some idea of what that problem is, but they may not completely understand it.
5. Unaware - don't realize they have a problem.



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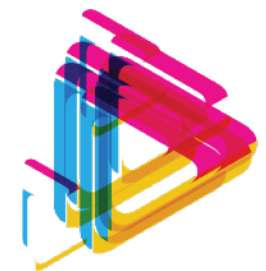
**Bill's daughter (who works in marketing for a fashion brand) keeps telling him he should make a video to put on Facebook for his products.**



**Beth worked with a video production company at her last job and they made a 3 minute promo for a product they made.**

**She was heavily involved in the production although it was a much smaller budget (and she was more junior).**

**She's still Facebook friend with the production team**



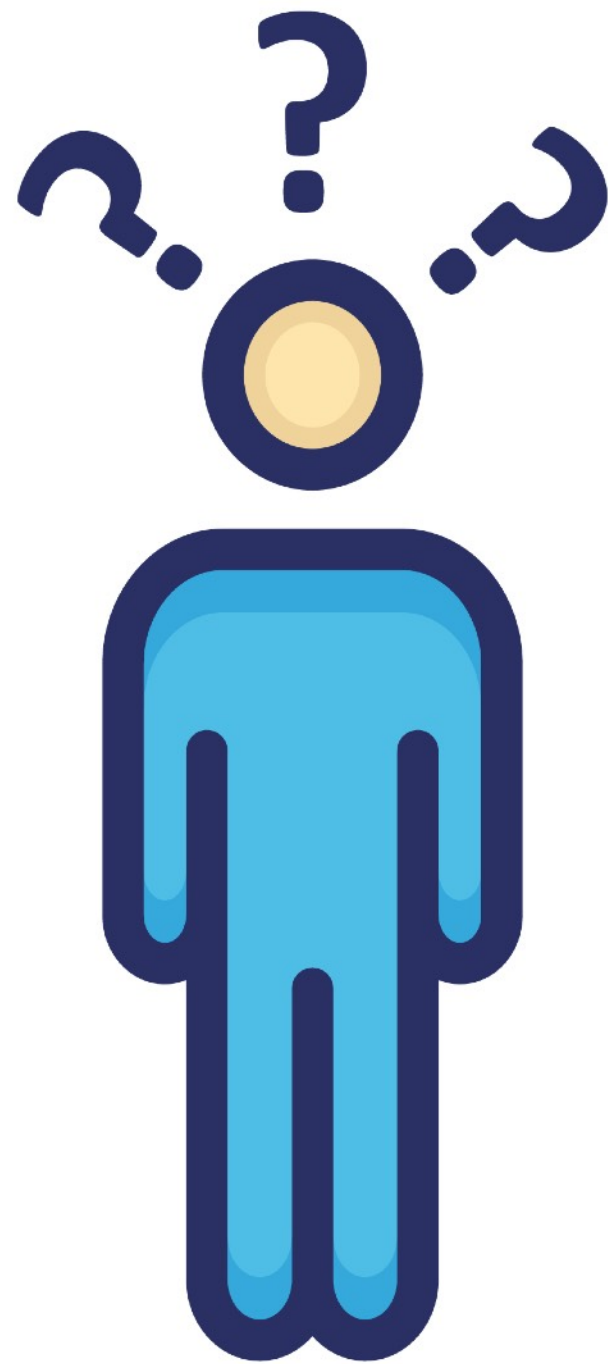
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## 8. What are your prospects' current problems and what's causing them?



### Examples:

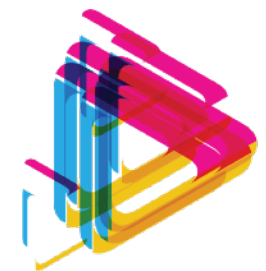
Need to communicate a complex technical idea

Want to increase exposure to a product, brand or service offering

Internal/external comms

Product launch

Never made a video before?



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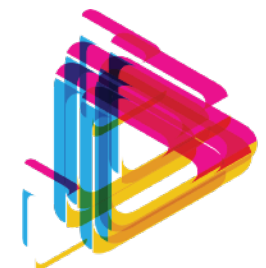
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## 9. What are the 5 things that will solve their problems?

(This will help you to articulate how you can help solve the problem)

1. **We know this market, we are experts and will create an amazing film that will exceed your expectations and deliver the business outcomes you want.**
2. **If required we'll offer an alternate way of looking at things based on your experience**  
*E.G. "We did a project for x client and I think that concept may work here"*
3. **We'll deliver a project within budget and act in a professional and reliable manner.**  
*E.G. "We'll make it easy for you even if you've never done this before"*
4. **We'll make a film to your brief and not for our own creative needs - (alleviate risk)**
5. **We'll communicate consistently and so you'll know what to expect at every stage of production because we have a systemised process which ensures continuity of production and consistency. (we'll make it easy)**



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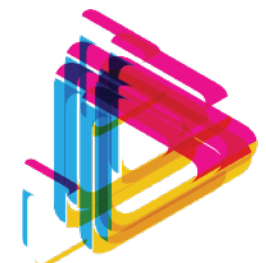


## 10. What are the 3-5 things that they should hear from you?

You're communicating the reality of what they are trying to achieve in advance. (They can't just assume that what they want is the right and only option.)



1. A creative concept that communicates their desired outcome professionally and with clarity to their desired audience.
2. Clear & concise brief executed on time and with ease and it'll be fun, on budget and professionally produced.
3. A guarantee they'll be thrilled with the edit or you will rework it until they are. This is a collaboration.
4. Their client and peers will be thrilled with the film AND as a result they will gain great praise from their decision.
5. The process will be fun and enjoyable and the film will help achieve their business goals.



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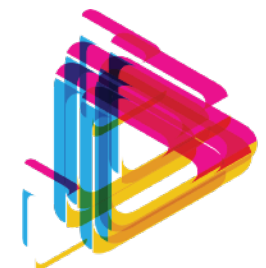
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# 11. What are the 3-5 things that they want to hear?



1. Avoid risk
2. Avoid hassle
3. Gain praise
4. Gain power
5. Have fun
6. Make a profit



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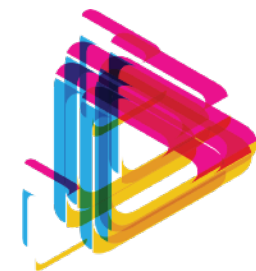
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**Bill is happy to give it a go, does not want to waste money, isn't fully convinced that he needs a video but wants to take his daughters advice as he may be missing something.**



**Beth is most keen to impress her boss and make a nice film she can show her Facebook friends. She wants to have fun on the shoot and likes the creative process ( also there might be some nice new people to meet)**



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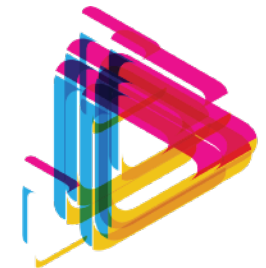
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## 12. Is there another person or persons whose perspectives will influence the decision?



1. What is important to them?
2. What are their perspectives?
3. What do they want to avoid?
4. What do they want to achieve?
5. What do they think that person is thinking?



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## Bill - His wife and daughter.

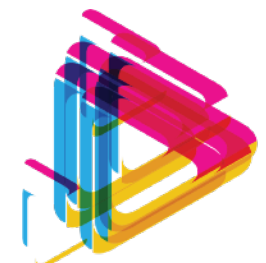
1. That he's not spending too much...
2. That he's not getting carried away with the budget - he likes to spend on quality.
3. As long as Dad's happy and they get a great video without spending too much!
4. (wife) To maintain profit and exit the business in 3 years so not over spending.
5. (daughter) Knows a bit about marketing so is wary he'll get ripped off or spend money on something that won't work...



1. **What is important to them?**
2. **What are their perspectives?**
3. **What do they want to avoid?**
4. **What do they want to achieve?**
5. **What do they think that person is thinking?**

## Beth - her boss

1. That she's going to hit all key points on brief
2. Beth is talented but lacks experience handling a big production
3. Budget blowout or missing the objective
4. That the video fits into the whole campaign
5. (her boss) trusts Beth and is testing her to see how she handles a bigger project as she's considering promoting her



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# 13. What experience can we give this prospect that will turn them into raving fans?



Loved the video, it was seen by a lapsed client on LinkedIn and they won a 35k order off the back, he's now recommending you to his suppliers and has given a glowing testimonial

Her boss loved the video and credited Beth with great judgement. Beth was proud fo the film and it got lots of great feedback on Facebook. The MD also commented on the campaign citing the video as being very on point and hit the mark - the whole team were stoked by the result and have already lined you up for a chat about some more projects



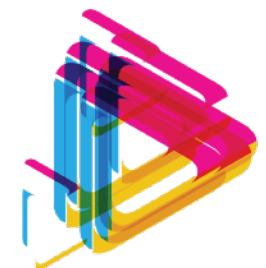
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# Action steps

- 1. Identify 1-3 key target client types**
- 2. Line up 3-5 ASK Framework interviews**
- 3. Create a client avatar for each (make them specific)**
- 4. Post in group for feedback**



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