

Ep 3: Why Your Ideal Client Avatar Is NOT Enough & What You Need Instead

Intro: Welcome to the Seen, Sought After and Sold Out Podcast! I'm your host, Danait Berhe Gaber, and I'm here to help you become the go-to expert in your industry through empathy driven messaging, potent positioning, and sales strategies backed by decision psychology.

On this podcast, we talk about going deep instead of wide. Tapping into timeless marketing strategies instead of hopping on every new trend and selling with intention and empathy. If you are ready to stop being your industry's best kept secret, then this is a show that will help you learn how to share your message in a way that gets you heard and paid.

Let's dive in.

Danait: Hello. Hello, brilliant humans. Today's episode is all about why the ideal client avatars that we've all created in the past. You know, you've done it. We've all created like hundreds of these ideal client avatars, done all the exercises, why they are not enough to help us sell our offers.

I'll be sharing with you what we actually need to focus on. Spoiler alert, it's their buyer's journey so that we become more effective communicators and in turn, we're able to convert more of our perfect fit people into clients.

So without further ado, let's get into it.

Before we dive into the five decision making factors that I want you to be aware of, I first want us to get on the same page about what I mean when I say ideal client avatar, and also talk a little bit about why they aren't, effective in creating messaging that converts.

So what is an ideal client avatar? An ideal client avatar is a profile that you create based on characteristics and traits of the person that you most want to work with.

Now, if you've done any sort of ideal client avatar work, you know that there are all sorts of questions that can be asked in an ideal client avatar exercise. And

everyone has different things that they include in their ideal client avatars. But there are typically five categories that we base these profiles off of.

These five categories are demographics, personality lifestyle, problems and challenges, desires and wants.

I'll dive into what each of those categories entails.

Demographics are things like your ideal client's age, income, marital status, educational background. So you know, do they go to college, are they married, do they have kids? How old are they? How much money do they make every year? That's typically what goes into a demographic profile.

Personality really encapsulates what makes them them. So what is their taste in music? What kind of movies do they like? What kind of books do they read or magazines do they buy? And also, what is their personality? are they witty? Are they sarcastic? Are they funny? Are they serious?

That is really what we're talking about when we think about their personality profile.

Lifestyle really answers the question of how do they live. So this is looking at what does their day-to-day look like? What are their hobbies? What are the kinds of things that they have around their home, in their car, at their desk, at work? What kind of tools are they using in their day-to-day? So that is what we're thinking about when we're looking at their lifestyle profile.

The problems and challenges category is pretty simple. What are the problems and challenges that they are experiencing in regards to what it is that you do?

Desires and wants is the flip side of that same coin. What are their desires and their wants in regards to what you do?

Now looking at those five categories, it sounds really good. We look at that and we go, yeah, those are things we wanna know about our ideal clients and that sounds like a really good comprehensive overview.

However, That's all that an ideal client avatar is. It gives you a really good overview of who your clients might be and where they're coming from, and what their backgrounds might be, what their life might look like, so that you can kind of contextualize who these people are.

However, this is not really an effective way to understand what motivates them to take you up on the offers that you are putting out into the world.

The reason that ideal client avatars are not effective, there are actually two reasons.

The first is that it focuses on all the wrong things as an expert based business, which means a business owner who is selling offers based on your expertise and your skillset, some of the things within an ideal client avatar profile are not necessarily important or relevant to the work that you do.

For instance, for me, it doesn't matter my audience's lifestyle or age or educational background, what matters is the problem that they're struggling with. And so that's really where I wanna put my focus.

However, for some product-based businesses and some brick and mortar service-based businesses knowing some of these elements about their audience is going to be really important in how they sell them their products and services.

But here, most of us are coaches, consultants, and creatives, and so those elements might not really apply to us.

The second reason that an ideal client avatar is not really that effective is that it tells you absolutely nothing about how they make a buying decision, which is the most important and most critical part of sales and effective communication.

If you don't know how someone makes decisions, how can you provide the information that they need in order to make that decision?

And I'm not talking in a manipulative way where you are just telling them what they want to hear, but you're telling them the things that they're already going to be considering, the questions that they're already going to be asking in order to help them make an informed and empowered decision.

So the next logical question is, okay, so if an ideal client avatar is not really that effective, what do I need instead?

And maybe instead isn't even the right word. It's in addition to.

I've already shared the answer, and the answer is, knowing how your audience makes a buying decision.

So understanding what do they need to know and be sure of to make a decision? What are the questions they're asking themselves leading up to saying yes or no to your offers?

Because I talked about why ideal client avatar profiles aren't as effective in helping you craft messaging that converts. I wanna talk a little bit about why knowing and understanding how your audience makes buying decisions is more effective.

And there's a few reasons for that.

The first is that allows you to

share your message in a way that not only clicks with your audience, but moves them towards a decision. Moves them towards action.

And the decision is not that we want everyone to say yes, but we want our message to either resonate or not resonate with people and move them towards the action of saying yes or saying, Nope, not for me right now.

The second reason is that it allows you to meet them where they're at And it creates that you are in my head phenomenon.

I always love when people reach out to me and say, that email, that video, that piece of content really resonated with me. It felt like you were in my head, because to me that is an indicator that I created from my audience's perspective instead of my own.

That's what knowing how they're making buying decisions is going to allow you to do. It's going to allow you to create from their perspective and get inside their head and understand where they're coming from and the things you're creating are going to help them move through that buying decision.

And last but not least, it allows you to not have to use emotional triggers to sell.

Now we are all human and we buy with our emotions and emotional triggers are very effective sales tactics and techniques.

However, you shouldn't be relying on them to make the sale for you.

And for a lot of us, we've been on the other end of a lot of emotionally charged sales experiences and they don't feel good.

The reason for that is when we buy from an emotionally triggered place, we typically aren't making decisions that we feel empowered to make or that we feel really informed about. We are just buying something because our emotions are driving that decision.

Instead, we want to be salespeople because we are all salespeople in our businesses that allow our

audience to make informed and empowered decisions.

Now, I'm not saying that you're not supposed to use any sort of emotional triggers or any of those sales psychology techniques, especially if they are true. So if there is a sense of urgency in terms of the doors are closing to your offer and it's not coming back for X amount of time.

Then that's totally fair to use something like that.

However, you want to have provided them with all of the

information that they need in order to make a really informed and empowered decision beforehand.

When you understand the buyer's journey, you're able to do that through, the messaging, and through the content and how you position the things that you're selling.

at this point you're probably thinking, okay, well there are a lot of factors that go into someone making a decision.

And you're right, different factors and different things are going to matter to different people based especially on who you're selling to and what you're selling.

So the next logical question becomes, well, how do I know what's important to my audience? What factors are they using in their decision making process.

That's actually where the five decision making factors comes into play.

If you're running an expertise based business, which means you are creating offers and solving problems based on a specific skillset that you have, there are five key decision making factors that you need to be aware of and be addressing through your messaging.

These five decision making factors are things that I have distilled over the years working with my clients and in my own business.

I actually like to think about it as another angle to approach the buyer's journey from, because I'm going to be sharing with you what are the questions that they're asking in each of these five decision making factors in order to decide whether your offer is a heck yes or a no, not right now.

The five decision making factors are awareness, understanding, relevance, trust, and offer fit.

Quiz Ad: Hey, sorry to interrupt. We'll get back to the episode in just a few seconds. But really quick, I wanna share a free resource with you. It's my Messaging Magic Quiz. This free two minute quiz will help you identify the messaging and positioning elements you might wanna tweak in order to get seen by your perfect people and accelerate your sales.

You can find the quiz over at messagingmagicquiz.com. Again that's messagingmagicquiz.com. Here's to getting seen and sold out! Now back to the episode.

Danait: The first decision making factor is awareness and the question they're asking themselves here is, do I identify as having this problem Am I struggling with this problem that this person solves?

In other words, are they aware of the problem that they're facing?

A lot of times people who find us online, who find our content, who find our podcasts or videos, they are not aware that they even have a problem.

Or a lot of times their problem is misdiagnosed.

The reason awareness is so important is that if your perfect fit, people don't see that the problem you solve is a problem that they have, then they aren't going to be investing into solving that problem.

For instance, if someone is trying to sell you a product or a service to help you increase your energy, but if you don't think that you have an energy problem, then you aren't going to be investing resources, time and money to solve a problem that you don't believe exists.

Now the nuance thing about awareness is that sometimes our messaging and our content needs to help our audience identify and then diagnose the problem.

For instance, someone might be struggling with low sales in their business, and there can be many reasons for this, depending on What they're doing, what they're selling, who they're selling to, right?

Your job as a launch strategist is to help them identify and then diagnose their problem as being a result of not launching effectively.

This doesn't mean that we are trying to push people to identify with the problem that we solve.

We have to be the experts in this.

You wanna be very specific about the problem they're experiencing and how it's showing up for them and what some of those symptoms might be so that they can effectively diagnose themselves with the problem and identify with being someone who is struggling with that problem.

Which leads us into the second decision making factor, which is understanding.

The question they're asking themselves here is, do I understand the problem and do I understand what's required in order for me to see results?

This doesn't mean that they need to understand how to solve the problem, the how comes in their work with you and your work together. in order to get to that transformation.

But they do need to understand the problem and then what is required in order to solve that problem.

For instance, if the problem you solve requires that someone has a team or an ad budget in order to see results, then that's something you're going to wanna put into your messaging and your content beforehand so that your audience has an understanding of where they need to be at in order to get the most out of working with you.

This even extends to time. If there's a certain amount of time someone needs to invest into a specific problem in order to see results and see the transformation, then that's something you're going to wanna put into your messaging and your

content in order to make sure that they fully understand what the problem is and the tools required in order to see the transformation.

the next decision making factor is relevance, and the question they're asking themselves here is, why do I need to solve this problem right now?

Or in other words, how important is it to them to solve this problem right now? How much of a priority is it to them to solve this problem right now?

If something is at the bottom of our priority list, it usually never gets tackled, right? It never gets solved. It never gets done.

Now you might be thinking, well, how can I influence whether someone thinks of this problem or this solution as being a priority for them?

And there's two things that you can do in order to help them and support them as they think through this piece of the decision making process.

The first is really asking yourself, am I solving a high priority problem for my audience?

If you're solving a problem that is not, or will not be a priority for your audience, you're going to struggle to show them the value of the solution. If it's something that's never going to make it to the top of their priority list Or is not anything that's even on their radar or something that they consider important or a big enough of a problem to solve, then you're always gonna have an uphill battle of trying to convince people to move this to the top of their priority list.

And we never wanna be in The business of convincing people to do things because that is a lose lose battle.

We wanna be solving problems And providing solutions to problems that our audience already considers a priority and want to solve right now.

So really ask yourself, am I solving a high priority problem for my audience?

The second piece is really sharing about the possibility of what life could look like, Painting the picture of the transformation and what their life, their business could look like after they achieve the transformation.

This is not about poking at pain points, but about really painting a picture of what their life could look like. what their business could look like once the

transformation has been achieved. What doors will this open up? what things will this make possible once they're able to be on the other side of this problem?

A lot of times knowing what our life could look like really starts to move things up on our priority list because we see it as I wanna prioritize what my life and my business will look like once I get to that point, once I get to that transformation. And so by default it makes a problem a higher priority That needs to be solved.

So that's the other thing we wanna do. Number one, ask yourself, are you solving a high priority problem for your audience? And number two, are you sharing enough about the transformation and the possibilities that open up once that transformation is achieved.

This leads us to the fourth decision making factor, which is trust

They're asking themselves do I trust you? Do I trust you to help me get the transformation and the results that I want?

In other words, can they trust your expertise? Can they trust your process? Are your values aligned with each other? Do they feel like you are someone that they can trust to help get them over the finish line of the transformation they're looking for?

Trust is not something that you can manufacture. Trust is going to come over time by you sharing your message consistently and effectively over and over and over again in saying the same things over and over and over again in meeting them where they're at. In providing the information that they need.

Really showing up for them and them feeling like you're in their head and knowing and understanding where they're coming from, where they're at, what their desires are, where they wanna go, how they wanna solve this problem, what they want, the transformation and the results to be for themselves.

As you share that messaging, as you talk to them about these things, that trust is going to be built over time.

Last but not least, is offer fit.

this is where they're asking themselves, is this the offer for me?

In other words, they're asking if your offer with how it's structured with the amount of support that's provided with the tools that you're going to give them, is this offer the way that I am going to get the results that I want?

If you've walked them through this buyer's journey and walked them through all of the stages that come before this awareness,

understanding, relevance, trust, then they are already going to be so excited about working with you specifically, and also excited about the offers that you have and the

ways that in which that they can, and the ways

in which they can work with.

If you've walked them through this buyer's journey where you've walked them through, Awareness, understanding, relevance, and trust. They are already going to be so excited about working with you specifically, and really this stage is about them exploring which offer is actually going to get them to the transformation they want, which offer is going to solve their problem most effectly.

They're already sold on you, your process, your perspective, your values, how you show up.

They just wanna make sure that they're working with you in the capacity that's going to get them the best results possible and in the way that they work best.

This stage is really about inviting people into your offers, sharing with them the way that that offer works, the type of support that's provided, how it all comes together.

This is really about you being able to provide the information that they need in order to understand whether this is the way that's going to best solve their problem, or if there's another way that they can work with you.

Okay, so to recap the five decision making factors that you wanna be aware of and address in your content and your messaging in order to help your audience move through the buyer's journey and become paying clients are awareness, understanding, relevance, trust, and offer fit.

I hope this episode gave you a much deeper look and understanding into how your audience is making decisions so that you can meet them where they're at through your messaging. Because messaging is really just about how effectively are you communicating with your people and knowing how they make decisions will help you communicate in even better and more effective ways.

Thanks so much for listening, and I'll catch you in the next episode, friend!

Outro: Hey there! Thank you so much for listening to this episode. All the links and resources mentioned in today's episode can be found in the show notes. Before you go though, can I ask you for a quick favor? If you found this episode valuable, please share it with a friend and leave a rating or review.

Your shares and reviews help us connect with and help even more entrepreneurs just like you, so thank you! I'll catch you in the next episode, but until then, remember, your message is meant to be heard, so go out there and share it.