

Kate Northrup Presents:

IDEAL CUSTOMER AVATAR INTERVIEW OUTLINE



An Ideal Customer Avatar Interview will give you a wealth of information about what people actually want and need.

It is very easy to get lost in our own heads sitting at our desks or coffee shops working solo and lose connection with the real people we're serving. I don't want you to waste your precious time and energy by getting off track and out of touch.

While doing the interviews (which should only take about 15 minutes each) is an investment of your time, **it will save you so much time and energy** in the long run because you won't be wasting your time creating things that don't resonate with your ideal customers.

Plus, when you fill your business with ideal customers, you will be able to work way less while getting paid way more. Ideal Customers are the 20% who bring in 80% of the revenue with very little drama or headaches (if any).

Get a minimum of 8 people on the phone or video chat with you who fit the description of what you think your Ideal Customer Avatar is.

You can find these people in your in-person community, in Facebook groups that you're part of (like Origin), on social media, on your email list, etc.

I put out the following request for this in the B-School Facebook group and got tons of responses (many of whom didn't know me or my work, which was extra valuable).



Kate Northrup Watts

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I'm looking to do 20 ICA interviews of women who would call themselves nurturers and entrepreneurs and identify as women. I'd like to do 50% who are mothers and 50% who are not.

Ideally I'd love it if some of them knew nothing about my brand.

Looking to include WOC and LGBTQIA women, as well.

The interview will take 15 minutes via Zoom.

If you fit the above description and would be up for doing a quick interview, please comment below and I'll DM you for more info!

If you don't fit the description above but a woman popped into your head and you wouldn't mind introducing me to her for a quick interview, please comment below.

Thanks in advance!



Ann Moller, Licia Morelli and 22 others

67 Comments

I recommend recording these conversations and then having them transcribed by an inexpensive company like Temi, so you can read over the transcripts and pull out great phrases for your sales pages, emails, opt-in pages, social media posts, and more.

Here are the key items you're looking for:

- What their biggest challenges are (in their words) around your topic/area of expertise
- What they've previously tried to overcome this challenge, and what worked about it and what didn't
- What that challenge is holding them back from doing or experiencing
- What would be possible for them if their challenge were solved
- What their dream solution would look like
- Any pain points or areas of opportunity that you might not have thought of before
- Their language. This is KEY. Take special note of the way they describe their challenges and their desires because this becomes your solid gold copy.

Here are some sample questions you could ask, but remember to make it conversational so that they don't feel like you're grilling them. If you keep it casual, they'll open up more. No need to use these questions verbatim, but let them inspire you and always trust the nudge to go deeper into one of these.

- What is your biggest challenge when it comes to [topic of your work/problem that you solve]?
- What does that challenge prevent you from doing or experiencing in your [business/life] that you could be doing if you were to overcome that challenge?
- What have you already tried to get this problem solved for you?
- What, if anything, worked about what you tried?
- What, if anything, didn't work about it? How could it have been better?

- What would your dream solution to this problem look like? How would it be delivered? What would it include? How would you feel receiving it?
- Alternate wording for previous question: It's 3 years from now. Everything has shifted with this situation, and you've found your dream solution. What has taken place? What was required for this shift to happen?
- Is there anything else that you want to share with me?

Congratulations!

You have just done a step that most people will avoid but that will make you so much more powerful in your business because now you know who you're serving much more intimately, so you can serve them much more powerfully. This will reduce stress and increase your income dramatically. Well done!