

A Profitable Private Practice Worksheet



CREATING YOUR AVATAR

*THREE-PART ROADMAP TO IDENTIFYING
YOUR IDEAL CLIENT*

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Follow these steps to create your ideal client avatar.

Step 1: Brainstorming

What are three populations you enjoy working with currently or in the past?

Out of the three, who do you feel most knowledgeable about?

Out of the three, who would you feel energized by working with several hours a week?

Who do you feel would take a lot of emotional energy out of you if you worked with them many hours a week?

Who do you feel is a group you want to be an advocate for?

Is there one group you have or had connections with? (Example: Christians, Foster parents, teens, schools)

What kind of connection do you have with them and how can you use this connection to get more referrals?

2. Creating your Avatar

Now that you have brainstormed populations that you may want to work with on a regular basis and feel a connection with, it's time to get more specific about your ideal client by creating a detailed avatar. **Remember**, creating an ideal client doesn't mean that these are the only clients you will ever be working with. This avatar is a representation of the client you would enjoy having as the majority in your caseload.

Name your Avatar:

Income:

Age: _____

Sexual Orientation:

Gender:

Ethnicity:

Relationship Status:

Social and cultural environments:

Work and/or Expertise: _____

Family makeup:

Education:

Living situation:

Hobbies:

What does your Avatar value in their life?:

General life

Concerns:

3. Put it all together

This is where you put it all together. Create a small bio of your avatar here. Take all the information you create in step two and put it together to create your ideal client.
