

FREE

Ideal Client Avatar Kit

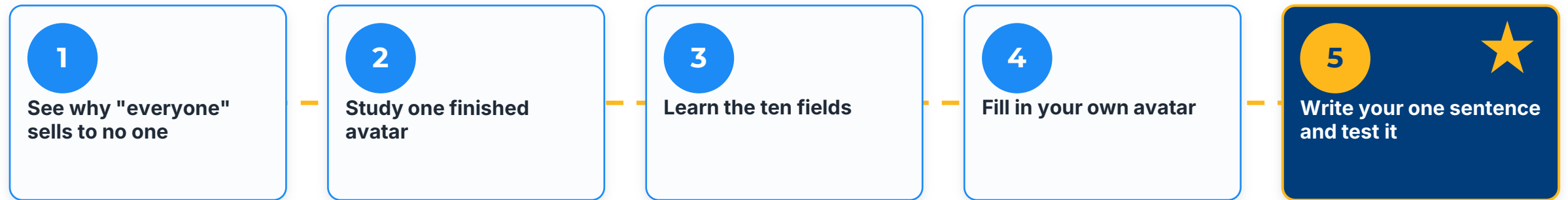
Go from "I help everyone" to one clear client you can market to with confidence. Finish it in one sitting.

A free, editable kit for Filipino coaches, consultants, and creators who are ready to get specific.



What will you have by the last page?

One named avatar and a one-sentence "who I help" statement you can say without hesitating.



The payoff: sharper content, a clearer offer, and pricing you can defend.

Why is your content not converting?

Because your audience is a blur. When your message is for everybody, it moves nobody.



Diluted message that no one feels is "for me"



Harder, slower content because you are guessing who is listening



An offer that feels generic and hard to price

Sino ba talaga ang tinutulungan mo? Kung "lahat," baka walang makarinig sa iyo.

In one word, who do you say you help right now?

type one word here

What does "good" actually look like?

Specific, human, and built around one urgent problem. Here is a sample. Yours will be this clear too.

Sample avatar

EXAMPLE

Name:	Maribel, the weekend baker from Cebu who wants to teach
Most urgent problem:	"I have great recipes but no idea how to turn them into a paid class."
Desired outcome:	"Launch one online baking class and enroll my first ten students."
Budget for a starter class:	Around ₱1,500 to ₱2,500 (US\$27 to US\$44)
One sentence:	"I help home bakers go from scattered recipes to a launched online class through a simple step-by-step course."



Notice: one problem, one outcome, one sentence. Not a list.

What goes into an avatar?

Ten short fields. Each one unlocks a specific marketing or offer move.

1 Name and self-quote

2 Context snapshot

3 Top goal and value

4 **Most urgent problem**

This one drives the sale

5 Pains and fears

6 Desired outcome and feeling

7 Top objection

8 Where they are and who they trust

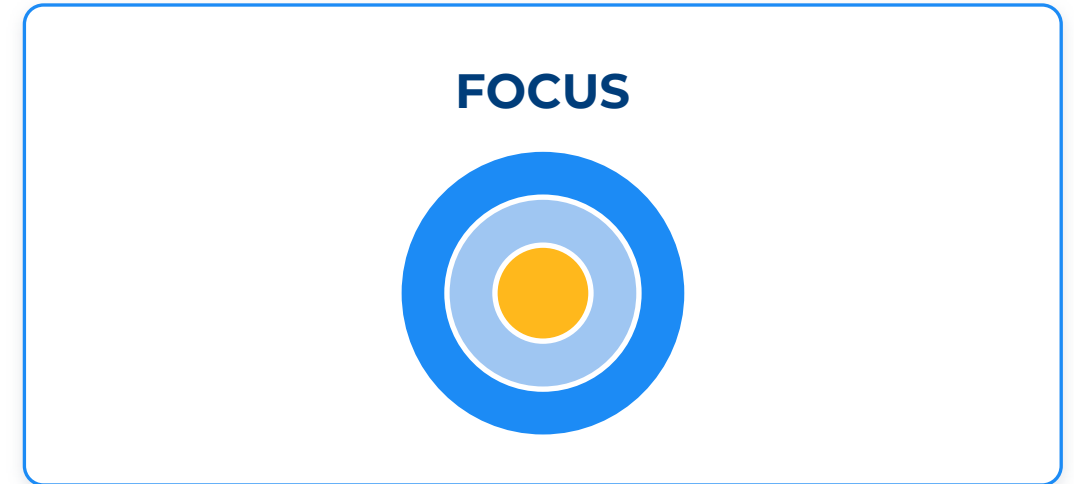
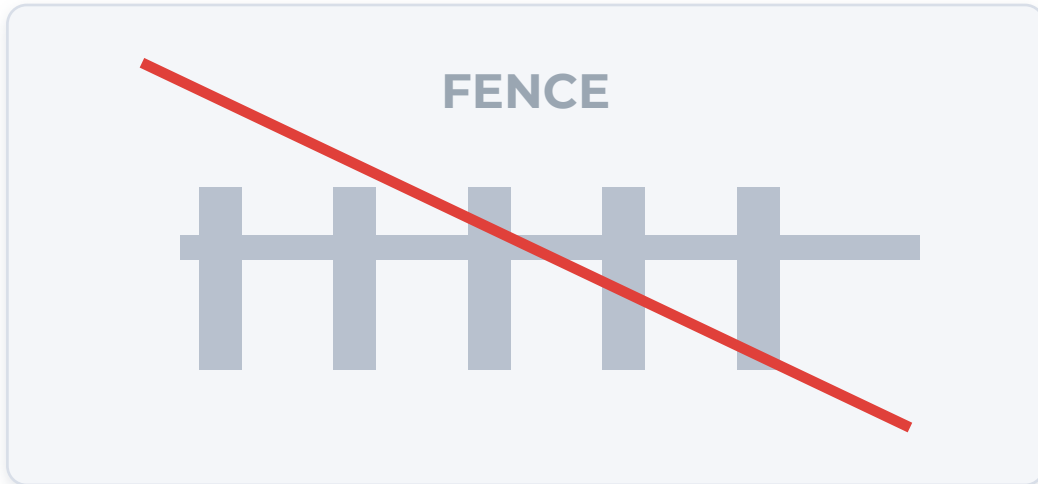
9 One-sentence positioning

10 Validation plan

The rule: One primary problem. One desired outcome. Keep every answer short.

Will choosing one client cost you income?

No. An avatar is a focus, not a fence. You can still serve others. This is simply who your marketing speaks to first.



- It is a starting hypothesis, not a lifelong contract. You will test it and refine it.
- Focus concentrates the few buyers who drive most of your results.

Hindi mo kailangang talikuran ang iba. Pinipili mo lang kung kanino ka mauunang magsalita.

How do you fill this in?

Duplicate this file, then type straight into each grey field. One field at a time. First-draft answers are the goal.

1

Make your own copy so the original stays clean

2

Fill the fields in order. Keep answers to one line

3

Say your final sentence out loud. If it feels sharp, you are done

Tip: Stuck on a field? Skip it, keep moving, and circle back. Momentum beats perfection.

Want a thinking partner while you fill this in?

Use AI as your Clarity Coach. Paste the prompt below and answer one question at a time.

Use AI to help | Copy this prompt

Optional

Act as my Clarity Coach. I am a Filipino [coach/consultant/creator] who helps people with [your expertise].

Ask me one question at a time to help me name ONE ideal client: their most urgent problem, their desired outcome, their top objection, and where they hang out online.

After I answer, draft a one-sentence statement: I help [avatar] go from [problem] to [desired outcome] through [offer].

Paste this into any AI you already use, or the free WyzAI Assistant. Find it at www.wyzcore.com.

Who is your one ideal client?

drop a photo or
sketch here

Avatar name

e.g. Maribel, the weekend baker from Cebu

One line they would say, in their own voice

e.g. "I have great recipes but no idea how to sell them."

The payoff: this anchors every future post to a real person, not a crowd.

What is their world, briefly?

Keep it light. Context only, not a biography.

Age range

e.g. 28 to 40

Location

e.g. Cebu City

Role or business

e.g. home baker

Income or budget level

e.g. ₱15,000 to ₱30,000 monthly

Life stage

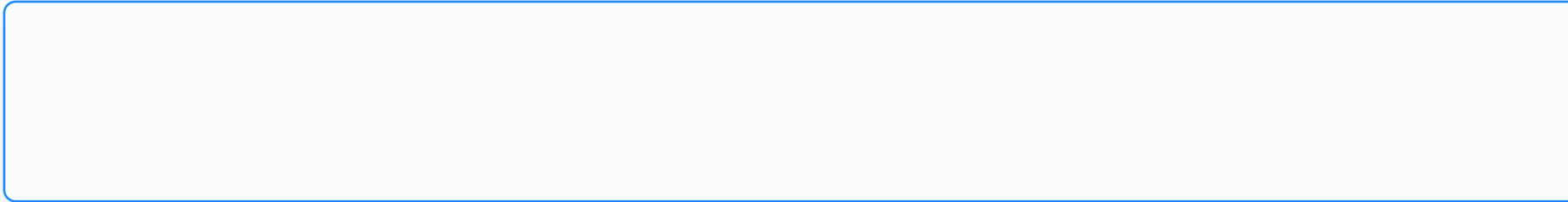
e.g. side hustle, evenings free

The payoff: this sets your tone, your price sensitivity, and where you will show up.

What do they want, and what do they care about?

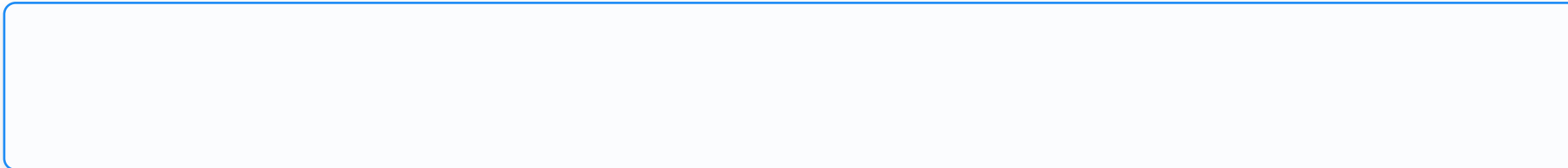
Their one top goal

e.g. launch and fill one paid online class



The one value that drives them

e.g. providing for family with skill they already have



The payoff: align your promise to what they actually chase.

What is the ONE problem they are trying to solve right now?

Force yourself to one. This is the field that drives the sale.

Sale driver

Their single most urgent problem

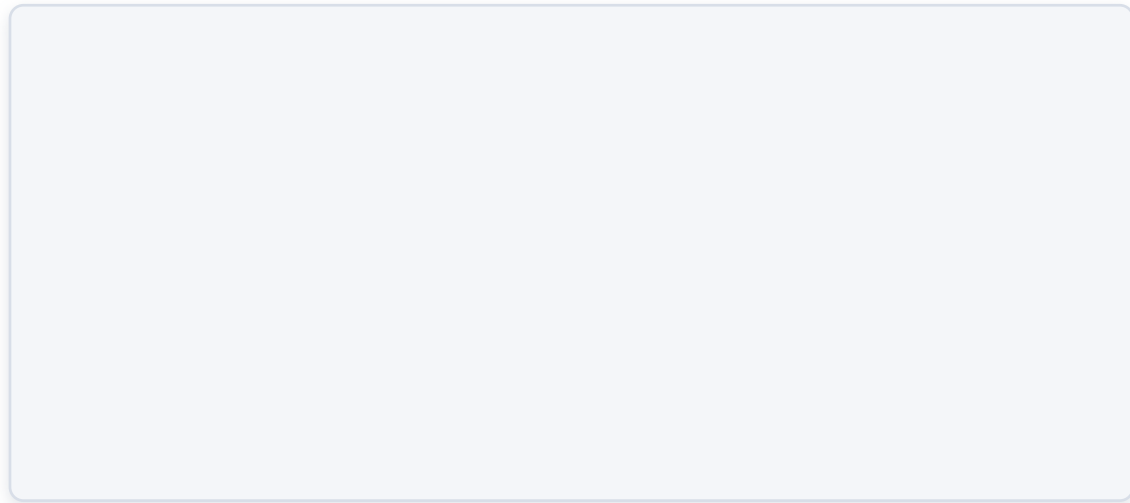
Type the one urgent problem here 

If you wrote a list, circle the most urgent one and cut the rest. One problem becomes your headline.

What keeps them stuck, and what does "solved" feel like?

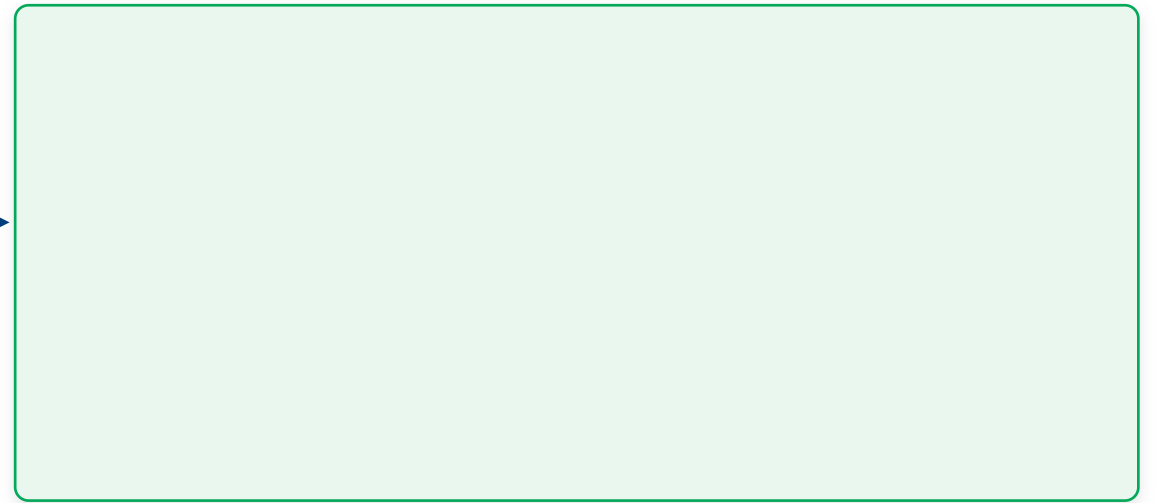
Pains and fears, in their words

e.g. afraid to charge, unsure anyone will pay



Desired outcome and how success feels

e.g. proud, booked out, finally paid for my skill



The payoff: the left becomes your hook. The right becomes your offer promise.

Why might they hesitate, and who do they already trust?

Their top objection to buying

e.g. "I do not have time" or "it might not work for me"

Platforms, groups, and creators they follow

e.g. Filipino baking groups on Facebook, TikTok tutorials, YouTube

Facebook

TikTok

YouTube

The payoff: pre-answer the objection in your copy. Show up where they already are.

Can you say who you help in one sentence?

Fill the blanks. This is your Clarity gate proof.

I help _____ go from _____ to _____
through _____.

Say it out loud. If it feels sharp and true, your avatar is done.

Is your avatar ready, and how do you test it?

Readiness check



It has a name and a real voice



It names ONE urgent problem



It names ONE desired outcome



It fits in one clean sentence

Validation plan

Three real people I will test this on *(name a real person)*:

1.

2.

3.

Who leaned in and said "I need that"

Test it, do not marry it. Adjust the avatar based on who leans in.

You have your avatar. What is next?

Turn it into a complete niche and a confident core offer with the Course Clarity Framework.



Continue at www.wyzcore.com

Your avatar is the raw material. The Course Clarity Framework course turns it into a niche you own and an offer you can sell.

For what is available right now, and for pricing, see wyzcore.com.

Clarity gate cleared



From sacrifice to success. From local to world-class.

You just did the work most experts skip. One clear client changes everything downstream.

*Magaling ka naman talaga.
Kailangan mo lang linawin kung para kanino. Tapos na iyon.*

WyzLab Studio Originals

