

Defining Your Ideal Client Avatar (ICA)

What is an ICA?

An ICA is **one person**. They are the one person who is quick to work with you. They are the one person who shows up weekly/daily to hear what you have to say. When it comes to anything real estate, they come to you. They are a huge supporter of you as well.

We are going to get so personal we are going to give them a name, age, and create a whole story around who they are! This is your ICA.

You want to be as clear and specific as possible! It's intimidating to get as specific as one person, but trust me, if you try talking to 'everyone' you end up talking to no one. Being clear allows you to identify their pain points using the words they are using, how you solve them and why you're the best choice.

First, we'll start with the basics!

How old are they?

What do they look like? [Be specific and descriptive!]

Do they have a spouse? Kids? Grandkids?

What kind of education do they have?

What is their profession?

What are their hobbies and interests?

Where do they spend their time? *[Both online and offline.]*

What does a typical 'day in the life' look like for them?

What are their pain points?

What are some of their frustrations?

What are they worried about?

What keeps them up at night?

What is their biggest desire?

What are their dreams?

What do they really need? [*Honestly, most people cannot articulate this. Usually, you'll have to 'read between the lines'. IE) They view their biggest problem as needing a bigger home, but the true problem they are having is finding someone they can trust to find a new home that meets all their needs.*]

Where does your ICA need a confidence boost?

How does your ICA want to feel?

We are going to use all the above information to create an ICA story. Give them a name and write about their back story. What has brought them to 'this' moment?
I love using photos too! Since it's for your own use, you can take a photo from anywhere! Just make sure the photo resonates with you as your ICA.