# Creating Your Unique Client Avatar

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**Training Module: Creating Your Ideal Client Avatar**

**Let's Talk About Attracting the *Right* Clients**
Here's the thing — not every traveler is *your* traveler. And that's okay. In fact, it's more than okay — it's necessary.

When someone scrolls through your Instagram or TikTok, reads your email, or stumbles onto your Facebook page, you want them to feel like you're speaking *directly to them*. Like you "get" them — their family, their dreams, their travel stress, and the way they like to communicate. That kind of connection doesn't happen by accident. It starts by getting really clear on who your ideal client is. That's what this module is all about.

**Step 1: Start With the Clients You Love**
Chances are, you already have a good idea of who your favorite clients are — the ones who light you up when they message you or refer their friends.

So let's make this easy: take a moment to think about five to ten clients you've loved working with. These are the travelers who were a joy to plan for, who trusted your recommendations, and maybe even turned into repeat clients.

What made them your favorites? Was it the way they communicated? The vacations they wanted to take? The mutual respect you had? That's the first step — identifying the clients who made you say, *"Yes! I wish all my clients were like them."*

**Step 2: Look for the Common Threads**
Once you've got your list, let's dig a little deeper. What do these clients have in common?
Think about things like their age and life stage. Are they parents with busy school-age kids? Empty nesters planning a big bucket-list trip? Are they married? Single? Do they have grandkids?

Now go a little further. Where do they live? What kind of vacations did they book with you — cruises, all-inclusives, Disney, guided tours?

What did you learn about their personalities along the way? Were they high-energy go-getters? Relaxed and easygoing? Did they love spreadsheets and control, or did they hand everything off to you with a grateful sigh?

The goal here is to build a clear picture of the kind of person you work best with — someone you "click" with, who values what you do, and who is happy to pay for your expertise.

**Step 3: Meet Your New Best Friend**
Now for the fun part — let's give your ideal client a face and a name.

Go ahead and Google images of someone who looks like the person you just described. Save a photo that captures their vibe. Then give them a name. Maybe she's Patricia, or maybe he's Mike. Whatever feels right to you.

This person — your client avatar — is now your new best friend. Every piece of content you create from here on out is written *to them*. Every email, every caption, every offer — it's like you're having a conversation with your new BFF who always asks you for travel tips.

Why? Because this keeps your messaging consistent, clear, and focused. It helps you avoid trying to speak to *everyone* — which usually means connecting with no one.

**Step 4: Get to Know Them Inside and Out**
Now that you've given them a name and a face, let's really get to know them by writing a detailed backstory.

Ask yourself:

- What do they want from a vacation?
- What stresses them out about planning travel?
- What hesitations might they have about using a travel advisor?
- And how do they like to communicate — text, phone, email, social media?




Let's use Patricia as an example.

She wants vacations that bring her whole family together — kids, parents, maybe even grandparents. But she doesn't have the time (or mental energy) to pull it all together herself. She's overwhelmed by options and wants to make sure she's getting good value. She might not understand how modern travel advisors work — all she knows about travel advisors, she learned when her mother visited the travel agency's in the 80's. She scrolls Facebook in the morning and watches Instagram stories while waiting in the carpool line.

Once you know all that, guess what? You know how to talk to her. You know what to post, what questions to answer in your content, and how to position yourself as the person who can make her life easier.

**A Quick Note Before You Worry…**
Talking directly to Patricia doesn't mean you're saying "no" to everyone else.

It just means your message has a *home base*. You're not watering it down trying to please everyone — you're attracting the right people who will be the best clients. And here's the magic: when Patricia feels seen, heard, and supported, she's going to tell *everyone*. Think girls' nights, Bunco, kids' sports sidelines, and even her own children who will one day need a travel advisor.

So don't be afraid to talk to "just one person" — that's how word-of-mouth momentum starts.

**So, What's Next?**
Here's what I want you to do:

1. List your top 5–10 clients. Write their names down.
2. Start noting the things they have in common — demographics, lifestyle, vacation style, personality.
3. Choose or create your client avatar. Find a photo. Give them a name. Save that somewhere you'll see often.
4. Fill in the blanks on what they want, fear, struggle with, and how they communicate.
5. Start speaking directly to them in your marketing. Write like you're writing to a friend — because now, you are.