

THE **PETRIE METHOD**TM
BY ARCHITECTSMARKETING.COM

YOUR IDEAL CLIENT AVATAR

*‘Selling is simply finding
out what people want...
and giving it to them’*



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MODULE 6 - YOUR IDEAL CLIENT AVATAR

CSI Profile

Watch one of the CSI shows - or just about any cop show built around the investigative process - and you'll see that one of the key tools they use to catch the bad guy is to create an in-depth profile of all the suspect's habits, likes, dislikes, past history, known associates and driving personality traits.

They take a big white board and post a picture of the suspect at the top. Coming down off of that are many branches showing the suspect's habits, friends, relatives, known places he encounters, prior convictions, preferences and much more.

You can do the same with your customers. But instead of "Crime Scene Investigation", we'll call this "Employer Scene Investigation".

Your goal is to create a multi-dimensional profile of your ideal client. When working with clients, we like to make this profile as real as possible, so we start by giving it a name and title, such as Sue Johnson, CEO.

From there you want to fill in all the business and personal details you can gather. Avoid making this a flat, one-dimensional view. What you're really after is a rich, multi-dimensional profile that embodies the mindset, attitudes, experiences, habits and goals of your ideal customer.

Most people spend too much time chasing clients who are never qualified or able to make a decision.

The fastest way to increase your results is to only target people who have the ability to make a decision and already want what you have.

Dream employer criteria might be:

- 1) NEED the unique type of skills you have
- 2) Need their project NOW
- 3) Has the MONEY to go ahead
- 4) Can make DECISIONS

Residential client avatar	
What gender are they?	
What age group?	
What is their level of education?	
What is their level of work experience?	
What is this person's most critical need?	
What is their most relevant need?	
What can you give them that only a very few can provide for them?	
What are their priorities for these needs?	
What are the issues that prevent them from achieving their goals?	
What are the consequences of not achieving their goals?	
Why do they have this job: just for the money, passion for what they do, stepping-stone to something else?	
Who else do they associate with?	
What is their role in the buying decision?	
Give this avatar a name...	
When you have created your solution ask yourself...	
Would (insert name) use this?	
How would she/he use it?	
How would it make their life better?	
How much would they be willing to pay for this service?	
How soon do they need this solution?	
Is there anything else that's driven by a relevant intersection between your avatars needs and your service.	

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