



Ideal Patient Avatar

Getting To Know Your Ideal Patient

Think of your IDEAL patients. What do they all have in common? List every common trait, both demographic - age, income, gender, marital status, industry, etc. and psychographic - values, beliefs, lifestyle, hobbies, interests, etc.

Now use those commonalities and create a single representation of your ideal patient with as much specific detail as you can. This is your ideal patient avatar. Give your ideal patient a name. (You can have more than one ideal patient!) *

If I could devote 100% of my time to just one type of patient, who (specifically) would it be? What do they “look like”? How do they speak?

What does the ideal patient “look like” and “think” about?

Create Your Ideal Patient Avatar

Name: _____

Age/gender: _____

Hair colour/eye colour: _____

Marital status/children (include names): _____

Residence: _____

Income: _____

Occupation: _____

Professional associations or memberships:

Life beliefs / politics:

Favourite books, magazines, music, TV shows:

Blogs followed:

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What do they google (list everything related to your business and their other interests)?

What conferences or events do they go to?

What do they do in their free time?

What are his / her guilty pleasures?

Who do they idolise?

Understanding Your Ideal Patient

What are the common frustrations patients have dealing with businesses in my profession?

When it comes to dental health, what are the 5 biggest problems or issues of my ideal patients?

- 1.

- 2.

- 3.

- 4.

- 5.

What are they saying to themselves in their head about their 5 biggest problems? What specific words and phrases? What story are they telling themselves?

What emotions do they feel at the exact moment they're about to buy my product or service?

Getting Inside the Head of Your Ideal Patient

What do they secretly fear may be true about their situation?

What do they worry about? What keeps them up at night?

What do they not look at because it triggers too much fear?

What's their worst-case scenario?

What do they secretly wish was true about their situation?

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What do they hope is actually true about their situation?

What's the OMG, I can't believe that exists "dream solution" that they'd pay almost anything for?

What does that look like?
