



Defining your TRIBE

Step 1: Think about who your THREE best clients are / have been. Write their names here.

1. _____
2. _____
3. _____

2: Demographics

	Client 1	Client 2	Client 3
NAME			
Age			
Gender			
Education			
Income			
Marital / Family Status			
Location			



Step 3: Psychographics

	Client 1	Client 2	Client 3
NAME			
Values			
Fears			
Biases			
Hobbies / Interests			



Step 4: Egoic label:

	Client 1	Client 2	Client 3
NAME			
Egoic Labels			

VOCATION: Teacher, Nurse, First Responder, Holistic Healer, Financial Advisor, Contractor, Attorney, CEO, CPA, Realtor, non-profit director, direct sales professional, Chiropractor

OWNERSHIP: cat lover, puppy parent, Harley Davidson rider, condo owner, home owner, RV owner,

IDENTITY: Divorced Dad, Single Woman, Yogini, Shaman, Leader, Business Owner, Entrepreneur, Survivor, Vegan, Liberal / Conservative, Immigrant, Asian-American (nationalities), Executive, weekend warrior, job-seeker

RELIGIOUS: Spiritual, Catholic, Buddhist, Christian, Muslim,

RELATIONSHIP: Husband, Wife, Mother, Daughter, Son, Aunt, Uncle, God-parent, GrandMa, GrandPa

GENDER OR AGE (ADD TO OTHER LABELS): Man, Woman, Trans, Bisexual,

HOBBY: cyclist, runner, swimmer, knitter, quilter, biker, volunteer, avid readers, chess players, wine enthusiast, foodie, gardener, outdoors enthusiast



BUSINESS BY REFERRAL BOOTCAMP

Tribe

Step 5: Your Ideal Client Avatar

Use the space below to create a graphic representation of your Avatar.