

# Discover your IDEAL PATIENT AVATAR



A step-by-step guide  
to becoming crystal clear on  
who your ideal patient is

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## CREATE AN IDEAL PATIENT AVATAR ("IPA")

You need to be crystal clear on who your patient for this dry eye specialty practice is. This will impact the design of your office, equipment and product you will invest in, along with all your future sales and marketing efforts.



### *important tip*

"A sales page written to attract 30-something moms will be written differently than one written to attract 65+ retired men. *That's probably obvious.*

**But you can go deeper.** A sales page written for 30-something moms is different than one written for 30-something women without kids. ***Subtle differences matter.***"

- Becca Klien

We suggest you begin by writing down all the details about your ideal patient. Think of them as one person; not a massive group. Give her/him a name. Try to write down as many details as you can think of about this person.

Answer questions relevant to your specialty practice, but also more general questions, like "where do they get their news?", "what's their favorite TV show?", "are they a budget travel or luxury travel person?"

All of these questions will help you get into the mindset of your patient, which is what you need to do when you're writing content for webpages, copy for sales pages, Facebook ads, webinars, etc.

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## NOW LET'S MAP OUT YOUR IDEAL PATIENT AVATAR

1. Is this person male or female? How old are they? Give them a name!
2. Where else do they shop? Where do they buy clothes? Groceries? Furniture? Gifts? Coffee shop?  
  
What neighborhood do they live in?  
What clubs do they go to? What groups do they attend? Where is their church/synagogue, etc?
- 3.

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TAKE A WALK THROUGH YOUR OFFICE WITH YOUR “IPA’S GLASSES” ON AND TRY TO EXPERIENCE WHAT THEY EXPERIENCE THROUGH THEIR EYES.

HOW’S IT FEEL? DO YOU NEED TO MAKE SOME CHANGES? WHEN DOES THIS PERSON WANT TO COME INTO YOUR OFFICE? DO YOU HAVE ENOUGH APPOINTMENTS DURING THAT TIME?

## NOTES

[illegible]





## *important tip*

Will they have objections? What objections to treatment options will your ideal patient have? Whatever these objections are, you and your team will need to overcome them, so you need to know what they are.

## OVERCOMING OBJECTIONS, IDENTIFYING EDUCATIONAL VALUE OPPORTUNITIES

- What type of education is most helpful to your “IPA”?
  - Do you have the type of education this person needs?
  - If not, how are you going to get it?
  - How much does your ideal patient spend in your office?
  - What’s their budget?
  - Do your offerings fit within that budget?
  - How can you change your “menu” to fit them better?
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## NOTES

[illegible]

## CONCLUSION AND NEXT STEPS

A magazine is a periodical publication, which can either be printed or published electronically. It is issued regularly, usually every week or every month, and it contains a variety of content.

To create your own, choose a topic that interests you. It can be anything from fashion and beauty to travel and the news. Once you have your overall theme, you can start brainstorming the content. Design a masthead with an equally memorable name.



THIS SPACE CAN BE USED TO  
SHARE A PULL-OUT QUOTE OR TO HIGHLIGHT  
IMPORTANT IDEAS. YOU  
CAN ALSO SHARE LINKS TO YOUR  
WEBSITE OR SOCIAL CHANNELS,

*Thank you!*



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