



3 Steps to Knowing Your Ideal Advocates™

Understanding your Ideal Advocates™ — some might call them clients, stakeholders or customers — is central to growing your organization. These are the best ones, the ones who give you more energy than they take, not just those who pay you the most money.

This will give your organization an **Impact Framework™**. When new ideas arise, look to your brand's Ideal Advocates. Ask: Who's it for? This one simple question will change the way you run your organization. **So let's begin!**

Step 1: Begin crafting profiles by identifying attributes and characteristics of each.

Think of your people: what positive character traits do you love? On the flip side, what are some negative traits of your stakeholders? Defining these characteristics is step one in understanding who you want in your corner — and who you don't.

List 5 positive and 5 negative character traits.

*Of all the traits you listed, choose the top three and check the box of those three traits.

5 Positive:

- _____
- _____
- _____
- _____
- _____

5 Negative:

- _____
- _____
- _____
- _____
- _____

Step 2: List three names of current, engaged advocates who possess the three positive traits you chose. We're talking real people who are actively connected to your organization today.

List 3 names and their approximate ages:

1. _____ Age. _____
2. _____ Age. _____
3. _____ Age. _____

Step 3: Entry point

How did this advocate first connect with you?

- Referred by a friend
- Found your organization online

- Attended an event
- Connected through social media
- Outbound
- Other _____

Defining your Ideal Advocates™ provides you and your organization with a decision-making framework and lays the foundation for your brand impact strategy. This process changes everything. Want more of where this came from? Then you're in the right place. You're ready for impact.

Let's Talk

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