

UCA Social Media Workshop

Defining Your Ideal Client Avatar (ICA)

Your Ideal Client Avatar (ICA) is the one specific person your content is written for — not a demographic range, but a real human being. When you can picture your ICA vividly, every caption, reel, and post becomes easier to create and far more magnetic to the right audience.

How to use this exercise

Work through each section in order. Write freely and honestly — there are no wrong answers. Set aside 30–45 minutes. Finish with the **ICA Profile Canvas** on the final page.

SECTION 1

Who They Are

Ground your avatar in specifics. Resist the urge to be vague.

1 Give your ICA a name, age, and life stage.

A real name makes this person feel human. Pick one age, not a range.

2 Where do they live and what does their daily life look like?

Home environment, family situation, work, and financial picture.

3 How would they describe themselves in three words?

Not how others see them — how they see themselves.

4 What is their relationship with health and their body right now?

Engaged, frustrated, overwhelmed, seeking answers, burned out?

SECTION 2

The Inner World

Understanding your ICA's emotions drives everything.

5 What is the single biggest problem they are trying to solve?

State it the way they'd say it to a friend — not in clinical language.

6 What do they lie awake worrying about?

Go deeper than the surface complaint. What is the real fear?

7 What have they already tried — and why hasn't it worked?

Products, approaches, practitioners, advice they've encountered.

8 What outcome are they really hoping for?

Not the surface goal — the deeper transformation. How do they want to feel?

SECTION 3

Their Relationship with Expertise

How your ICA relates to clinicians shapes what content they trust.

9 How does your ICA feel about the healthcare system?

Trusting, burned, overwhelmed, hopeful — be honest.

10 What kind of expert voice do they respond to — and what turns them off?

Authoritative? Warm? Peer-like? Research-heavy? Plain-spoken?

11 What makes them trust a health professional they find online?

List 3–5 specific signals: credentials, tone, relatability, evidence, etc.

SECTION 4

How They Spend Their Time Online

Meet your ICA where they already are.

12 Which platforms do they use most — and why those?

Think about what this specific person actually uses, not just their demographic.

13 What kind of content do they stop and actually watch or read?

Short video, long-form, carousels, personal stories, how-tos, data?

14 What would make them click Follow on a new clinician's account?

What would they tell a friend about why they started following someone new?

SECTION 5

Your Unique Connection

Why you, specifically?

15 Why does your ICA need a clinician with YOUR specific background?

Your specialty, lived experience, or unique lens.

16 What shared experience, value, or worldview connects you to your ICA?

The bridge between your life and theirs.

17 What is the one emotion you want your ICA to feel every time they see your content?

Not informed or educated — emotional. Seen? Relieved? Capable? Safe?

18 Finish this sentence: 'I make content for people who...'

Write 2–3 versions until one feels completely true.

ICA Profile Canvas

Transfer your key insights here — your living portrait of one specific person.

NAME, AGE & LIFE STAGE

OCCUPATION & FINANCIAL SITUATION

THEIR BIGGEST PROBLEM (IN THEIR OWN WORDS)

THEIR DEEPEST FEAR OR FRUSTRATION

THE OUTCOME THEY ARE REALLY HOPING FOR

PLATFORMS & CONTENT THEY ENGAGE WITH

WHAT MAKES THEM TRUST A CLINICIAN ONLINE

WHY THEY NEED YOU SPECIFICALLY

I make content for people who...



Keep this profile visible. Your ICA should feel like a real person — because the best content is always written for one specific human being, not for everyone.