

# CUSTOMER AVATAR WORKSHEET

## What Is A Customer Avatar?

A Customer Avatar is a fictional character, used to represent the ideal type of person or persons you would like in your business.

These are the people who energise you and who you want to do your best work for.

When you have a clear picture of who this person is, it makes the process of crafting the right marketing messages, across all of your marketing channels, a great deal easier.

## Why Do You Need To Create One?

The premise of good marketing, especially for small businesses on a tight budget, is being able to demonstrate clear and achievable solutions to the good folks who need your help.

As a business owner/service provider/product maker, you will, by default, have an expansive knowledge of your own product or service.

You will know how it works, how it is created and how it can be delivered. You will also have the belief that your product or service is the best around.

This is all well and good, but this doesn't stack up against the needs, wants, fears and frustrations of the people who are best placed to use it.

The features of your product or service do not drive your buyers to take action, instead they (your buyers) make the same basic decisions based on:

1. How this thing (your product or service) will make their problems go away or provide them with the result they are looking for, and...
2. How easy is it for them to get it/use it consume it

Effective marketing answers these questions from the BUYERS point of view.

In order for *you* to be able to do this, you need to know who your buyer is, what issues, fears and frustrations they have, and what the perfect solution looks like to THEM.

So, the place to start with your marketing is to create a profile or avatar, so you can really understand what makes them tick, and ultimately how you can communicate your solution in a way that makes sense to them.

Remember, if you try to reach everyone, you will end up talking to no-one.

Get started with creating your avatar by using the worksheet below to define your perfect customer...

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## Personal/Demographic Information

Name		Age		Gender	
Marital Status		No of Children/Ages			
Level of Education		Graphical Location			
Current Situation	Add a picture (real or stock image)				

## Deeper Dive Questions

What Are The Top 5 Things On Their Business and Personal Achievement Wish List?	
Business	Personal
1	
2	
3	
4	
5	
What Does A Typical Day Look Like For Them?	

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What Ideals and Values Do They Care About?	What Things Causes Them Frustration Or Creates Roadblocks?
What Is Their Worst Case Scenario?	What Does Their Best Outcome Look Like?
Where Do They Find Solutions To Their Problems (Offline and Online)?	What Reasons Would They Give For Not Buying From You?