

Customer Avatar Worksheet

[https://docs.google.com/document/d/1SuNar22cxq9KGtFoCyJAUkg1aGYHiwNLM\\_b4-lvcBFM/edit](https://docs.google.com/document/d/1SuNar22cxq9KGtFoCyJAUkg1aGYHiwNLM_b4-lvcBFM/edit)

## **CUSTOMER AVATAR -**

### **1) Think about your ideal customer**

- **Name:**
- **Gender:**
- **Age:**
- **Photo:** <http://uifaces.com/>
- **Married:**
- **Children:**
- **Lifestyle:**
- **Lives where:**
- **School Attended:**
- **Job Title:**
- **Profession:**
- **Household Income:**
- **Hair color:**
- **Eyes:**
- **Weight:**

**2. Now, flesh out the personal details. This will help you better understand your customer prospects and dramatically improve your marketing efforts:**

**How many years in current position?**

- 

**How many jobs held during course of career?**

- 

**Political views**

-

**Religious views**

- 

**Personal interests**

- 

**Hobbies**

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**3. Go deeper. Think about a typical day in the life of your ideal customer prospect.**

**Favorite brands**

- 

**Favorite Websites**

- 

**Source for breaking news**

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**Source for industry or business news**

- 

**Which Social Media Channels They Hang Out on?:**

- **Twitter:**
- **Facebook:**
- **LinkedIn:**
- **Other:**

**Personal Goals**

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**Business Goals**

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## **Family Goals**

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**Then probe deeper...**

**These “motivational” type questions enable you to understand at a more profound level the Type Of Person You Want To Attract And influence.**

**See If You Can Find out:**

**What They desire, Want And Aspire to?**

- 

**Their fears, Frustrations And challenges?**

- 

**What Keeps Them Up At night?**

- 

**What Do They Like And dislike?**

- 

**What Conversations Are Happening Around Their Kitchen table?**

- 

**What Do They read?**

- 

**How Do They relax?**

- 

**What Objections Could They Have To buying?**

- 

**How They Make Their decisions?**



**4. List at least 3 problems your ideal customer is having that makes them an ideal customer for your business.**

1. .
2. .
3. .

**5. What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved?**

1. .
2. .
3. .

**How would this make your customer feel?**

1. .
2. .
3. .

**How might their boss react?**

**What would their friends think?**



**What could happen to their career or personal lifestyle?**



**What could be the financial consequences?**



**What could be the professional consequences?**



**What could be the personal consequences?**

- 
- 
- 

**What is your customer secretly afraid of?**

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**6. What is the best thing that could possibly happen to your ideal customer if their problem is solved?**

- 

**What would their “perfect solution” look like?**

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**What is it that they really want, more than anything else?**

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**What would they be willing to pay almost anything for?**

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**How can your product or service match up to your customer's real needs and desires? How can your business help solve your customer's problems? What is it that you are trying to provide your customers?**

- 

**7. Now, create a short story about your customer avatar.**

**Include details about their life and professional background. Explain what impact a problem is having. How is this problem making your customer feel? What types of frustrations does your customer keep having? What does your customer need more than anything? How can your business best provide the product or service that's needed most? Write down your story here. Make as many copies of this page as necessary, or use additional sheets of paper:**

**Review your customer avatars on a regular basis to make sure that your marketing efforts are directed to their needs and desires.**

**=====**

**Even more questions...**

**Who are the authority figures, thought leaders or big brands in your niche?**

**What books/magazines/newspapers does your ideal customer read?**

**What events do they attend?**

**What websites do they frequent?**

**Where do they live?**

**What tools do they use?**

**What's SPECIFICALLY UNIQUE about this group?**