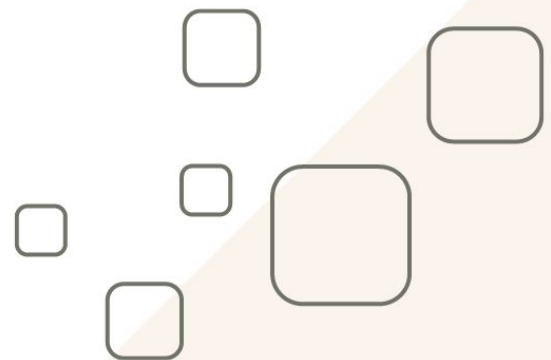


# Customer *Avatar* Workbook

A RESOURCE GUIDE



## Customer Avatar Workbook

A customer avatar is a fictional character that represents your ideal prospect. When complete, it will help you understand the motivating beliefs, fears and secret desires that influence your customer's buying decisions. Your customer avatar will help you fine-tune your marketing efforts and help you understand why some products sell better than others. It also helps expose important gaps or conflicts in your marketing messages of which you may be unaware. This one exercise can lead to a dramatic transformation in your business.

If you sell to businesses, include what industry your customers are in, how many employees they have, how much annual revenue they generate, etc. If you sell to consumers or end users, include relevant demographic information such as age, education, household income and family status.

Answer each question so that your customer avatar as real to you as a living human being.

### 1. Consider your current ideal customer.

Name:	Age:	Married:	Children:
Lives where:	School Attended:		
Job Title:	Profession:		
Household Income?	Hair color?	Eyes?	Weight?

#### (B2B customers)

Industry:	Sells to:
Annual Revenue:	Number of Employees:
Located at:	Years in Business:

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

How many years in current position: \_\_\_\_\_ Current salary: \_\_\_\_\_

How many jobs held during course of career: \_\_\_\_\_

Political views: \_\_\_\_\_ Religious views: \_\_\_\_\_

Personal interests: \_\_\_\_\_ Hobbies: \_\_\_\_\_

**3. Dig deep. Think about a typical day in the life of your ideal client/customer prospect.**

Favorite brands: \_\_\_\_\_

Favorite websites: \_\_\_\_\_

Favorite news source? \_\_\_\_\_

Source for industry or business news: \_\_\_\_\_

Uses Twitter: \_\_\_\_\_ Facebook: \_\_\_\_\_ LinkedIn: \_\_\_\_\_ Other: \_\_\_\_\_

Personal goals: \_\_\_\_\_

Business goals: \_\_\_\_\_

Family goals: \_\_\_\_\_

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

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

How would this make your customer feel?

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?

**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?**

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

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

**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.