

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.

Think about your ideal customer Name? _____

Age? _____ Married? _____ Children? _____

Lives where? _____

School Attended? _____

Job Title? _____

Profession? _____

Household Income? _____ Hair color? _____ Eyes? _____ Weight?
_____ (for B2B customers) Industry? _____

Sells to? _____

Annual Revenue? _____ Number of Employees? _____

Located at? _____ Years in Business?

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? _____

Current salary? _____

How many jobs held during course of career? _____

Political views? _____

Religious views? _____

Personal interests? _____

Hobbies? _____

Think about a typical day in the life of your ideal customer prospect. Favorite brands?

Favorite Web sites?

Source for breaking news?

_____ Source for industry or
business news? _____

Uses Twitter?(yes/no) _____ Facebook? _____ LinkedIn? _____ Other? _____

Personal goals: _____

Business goals: _

Family goals:

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

1.

2.

3.

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?

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?

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