



CUSTOMER AVATAR

(Type in the boxes and save)



• Think about your ideal customer

Avatar Name?	joy	Age?	18 to80	Married?	yes	Children?	yes
Lives where?	united States, uk	School Attended?					
Job Title?	chief editors	Profession?			media and advertizing		
Income?	2000 dollars per anum	Political?					
Religious?		Hobbies?			foodie		
Gender?	male and female	Level of Education?			bachelors degree		

• For Business to Business customers

Industry?		Number of Employees?	m jknjkjkjkjbhbb
Annual Revenue?		Years in Business?	
Located at?		Sells to?	

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

Favorite brands?	indomie, mtn, Guaranty trust bank		
Favorite Websites (website they visit frequently)?	linda ikeji blog, gistlover,		
Source for breaking news?	punch, vanguard, daily post		
Source for industry or business news?	Bloomberge, Business day, Guardian		
Uses Twitter?	yes	Facebook?	yes
		LinkedIn?	yes
		Instagram?	yes
			(Yes/ No)
Who are the authority figures, thought leaders, or big brands they like or follow?	Buhari, Reno Omokri, Bishop David Ayedepo,		
What books/magazines does your ideal customer read?	bella niaja, federal tenders jornal ,business list,		
What events do they attend?	political ralies, press conferrences		
Where does he/she visit a lot?	malls, grocery stores, resturants		
What music does your ideal customer listen to?	davido, wizkid, xburna boy		
What movie does your ideal customer watch?	blood sisters, hollywood series		



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- Dig even deeper to define your ideal customer's problems, hopes, dreams, and aspirations.

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

getting quality dried, sand free cat fish from a reliable source

What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved? he/she will get low quality fish. and get scammed

How would this make your customer feel?

sad, fraustrated and angry

How might their boss react (for business to business)?

What would their friends think?

Encouraging,

What could happen to their career or personal lifestyle?

it could fraustrate their lifestyle

What could be the financial consequences?

loos of income

What could be the professional consequences?

What could be the personal consequences?

breach of trust from buying fish from nigerians

What is your customer afraid of?

being scammed

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

theyll quality fish at a discount



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What would their "perfect solution" look like?

getting exactly what they want

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

to get quality dried catfish

What would they be willing to pay almost anything for?

quality product,

What is his greatest hesitation in buying your products or services?

not getting what they ordered for in terms of size and getting scammed