



# CUSTOMER AVATAR

( Type in the boxes and save )

## ● Think about your ideal customer

Avatar Name?	<input type="text"/>	Age?	<input type="text"/>	Married?	<input type="text"/>	Children?	<input type="text"/>
Lives where?	<input type="text"/>	School Attended?	<input type="text"/>				
Job Title?	<input type="text"/>	Profession?	<input type="text"/>				
Income?	<input type="text"/>	Political?	<input type="text"/>				
Religious?	<input type="text"/>	Hobbies?	<input type="text"/>				
Gender?	<input type="text"/>	Level of Education?	<input type="text"/>				

## ● For Business to Business customers

Industry?	<input type="text"/>	Number of Employees?	<input type="text"/>
Annual Revenue?	<input type="text"/>	Years in Business?	<input type="text"/>
Located at?	<input type="text"/>	Sells to?	<input type="text"/>

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

Favorite brands?	<input type="text"/>			
Favorite Websites (website they visit frequently)?	<input type="text"/>			
Source for breaking news?	<input type="text"/>			
Source for industry or business news?	<input type="text"/>			
Uses Twitter? <input type="checkbox"/>	Facebook? <input type="checkbox"/>	LinkedIn? <input type="checkbox"/>	Instagram? <input type="checkbox"/>	(Yes/ No)
Who are the authority figures, thought leaders, or big brands they like or follow?	<input type="text"/>			
What books/magazines does your ideal customer read?	<input type="text"/>			
What events do they attend?	<input type="text"/>			
Where does he/she visit a lot?	<input type="text"/>			
What music does your ideal customer listen to?	<input type="text"/>			
What movie does your ideal customer watch?	<input type="text"/>			



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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.

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 (for business to business)?

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 afraid of?

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



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*( Type in the boxes and save )*

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?

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