



CUSTOMER AVATAR

(Type in the boxes and save)

• Think about your ideal customer

Avatar Name?	Daniel	Age?	30-55	Married?	N/A	Children?	N/A
Lives where?	Lagos, Nigeria	School Attended?	N/A				
Job Title?	CEO	Profession?	Entrepreneur				
Income?	1, 500,000 Naira/Year	Political?	N/A				
Religious?	All Religion	Hobbies?	N/A				
Gender?	Male and Female	Level of Education?	High school, Diploma, Graduate, Post Graduate				

• For Business to Business customers

Industry?	Agriculture, Finance,	Number of Employees?	1-10
Annual Revenue?	3,000,000	Years in Business?	5-10 years
Located at?	Lagos, Abuja, PH, Niger, Rivers	Sells to?	Private Individuals and Organizations

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

Favorite brands?	Flutterwave, Amazon, Jumia, Jiji, Bolt, Golden Penny, FinD							
Favorite Websites (website they visit frequently)?	Amazon.com, Investopedia.com, SBA.com, Shopify.com, LinkedIn.com, Forbes.com, Hubspot.com, Google.com							
Source for breaking news?	Punch Nigeria, Channels TV, CNN, Instagram, Twitter, Reddit							
Source for industry or business news?	AG Daily, Business Insider, Inc.							
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?	Dangote group, Tony Elumelu, Aliko Dangote, Mike Adenuga							
What books/magazines does your ideal customer read?	Handbook on Agriculture, Fundamentals of Agriculture; Farm Anatomy							
What events do they attend?	Nigeria International Poultry & Livestock Expo; Agri Business Trade Shows and Conferences							
Where does he/she visit a lot?	Church/Mosque, Mall, Resturants							
What music does your ideal customer listen to?	Davido - Unavailable; Mercy Chinwo - Confidence;							
What movie does your ideal customer watch?	A Simple Lie; The Diplomat							



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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.

Lacks the marketing skills to promote his business and reach new customers.

~~I lack the time and human resources to implement marketing strategies that are necessary to~~

What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved? Shutting down the business due to poor sales.

How would this make your customer feel?

Frustrated, sad, and like a failure.

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

He is the boss.

What would their friends think?

His friends will see him as a failure.

What could happen to their career or personal lifestyle?

Loss of reputation and source of income.

What could be the financial consequences?

Financial difficulties, running into debts.

What could be the professional consequences?

Career set back. He'll have to start building from scratch again.

What could be the personal consequences?

Financial loss, pain, humiliation, anger, etc.

What is your customer afraid of?

Failure

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

He'll make sales and have a profitable business.



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What would their "perfect solution" look like?

A proven system he can apply to his business that will help him get more customers, convert them and make sales.

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

To have a consistent inflow of customers which translates to sales in the business.

What would they be willing to pay almost anything for?

Marketing strategies, techniques, and secrets that are guaranteed to help him make a lot of money in business.

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

Investing money in a digital marketing campaign or project that won't bring any results.