CUSTOMER AVATAR

(Type in the boxes and save)

● Think about your ideal customer

Avatar Name?		Age?	Married?	Children?
Lives where?		School Attended?		
Job Title?		Profession?		
Income?		Political?		
Religious?		Hobbies?		
Gender?		Level of Education?		

● For Business to Business customers

Industry?	Number of Employees?
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?

Favorite Websites (website they visit frequently)?

Source for breaking news?

Source for industry or business news?

Uses Twitter?   Facebook?   LinkedIn?   Instagram?   *(Yes/ No)*

Who are the authority figures, thought leaders, or big brands they like or follow?

What books/magazines does your ideal customer read?

What events do they attend?

Where does he/she visit a lot?

What music does your ideal customer listen to?

What movie does your ideal customer watch?

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(Type in the boxes and save)

- **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?