Customer Avatar Worksheet

A customer avatar is a fictional character who represents your ideal prospect. The word “avatar” is simply an embodiment of some kind of concept or idea, usually in a person.

The process of developing your avatar will help you truly understand the person you’re speaking to with your blogging and marketing. It will help you understand the motivating beliefs, fears and desires which influence your buyer’s behavior and purchase decisions.

The information in this worksheet is quite complete. You might not know all the answers. In fact, it is quite likely you won’t. So, keep in mind, the info you enter here will come from a variety of places:

✓ Surveys, emails and other interactions with any existing readers and customers you already have.
✓ Social media profiles of your readers
✓ What YOU believe would be the ideal trait(s) of the perfect potential customer.
✓ Making assumptions.

The goal is to get as close to complete as you can. The goal here is to create a complete persona of this person - the point where you feel you know this person deeply. So, the more information, the better.

(1) Traits & Demographics.

Name ___________________________ Age? _____ Married? _____ Children? _____

Lives where? _____________________ School attended? __________________

Profession? _____________________ Household income? __________________

Current Salary? _________________ How long in current job? _______________

How many jobs held during career? _______________________________________

Political views? __________________________________________________________

Religion? ________________________________________________________________

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Interests? ____________________________________________________________

Hobbies? ____________________________________________________________

(2) Let’s Go Deeper.

Favorite brands? ______________________________________________________

Websites they frequent? ________________________________________________

Do they follow the news? If so, where? ________________________________

Twitter? ________  Facebook? _________  LinkedIn? _________  Other? _________

Personal Goals: _______________________________________________________

Business Goals: _______________________________________________________

Family Goals: _________________________________________________________

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

1. __________________________________________________________________

2. __________________________________________________________________

3. __________________________________________________________________

(4) What bad thing(s) could possibly happen to your ideal customer if their problem isn’t solved?

______________________________________________________________________

How would this make them feel? _______________________________________

How would the people around them react? ______________________________

What would happen to their life? _______________________________________

How might it affect them financially? _________________________________
Personal consequences? _________________________________________________
Career consequences? _________________________________________________
What are they secretly afraid of? ________________________________________

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

_____________________________________________________________________

What would the 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 are the top things that they need in order to achieve the outcome? (from your perspective)
_____________________________________________________________________
_____________________________________________________________________
_____________________________________________________________________

Now, what do they want to learn or hear? (it is OK to think irrationally here, because sometimes what we want to hear and what we need are different).
_____________________________________________________________________

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How can your product or service be made to match up to your customer’s real needs and desires? How can your business deliver on the outcome or transformation they want? What is it that you are trying to provide for them?

(6) What is their backstory?

Include details about their life and professional background. How is the problem they are having affecting them? What kind of daily frustrations are they having because of it? How did the problem come to be for them?