Customer Avatar Workbook

A customer avatar is a fictional character that represents your ideal prospect. When complete, it will help you understand the motivating beliefs, fears and secret desires that influence your customer's buying decisions. Your customer avatar will help you fine tune your marketing efforts and help you understand why some products sell better than others. It also helps expose important gaps or conflicts in your marketing messages of which you may be unaware. This one exercise can lead to a dramatic transformation in your business.

If you sell to businesses, include what industry your customers are in, how many employees they have, how much annual revenue they generate, etc. If you sell to consumers or end users, include relevant demographic information such as age, education, household income and family status.

Answer each question so that your customer avatar as real to you as a living human being.

1) Think about your ideal customer

Name? _____ Age? _____ Married? _____ Children?_____

Lives where? _____ School Attended? _____

Job Title? _____ Profession? _____

Household Income? _____ Hair color? _____ Eyes? ____Weight? _____

(for B2B customers)

Industry? _____ Sells to? _____

Annual Revenue? _____ Number of Employees? _____

Located at? _____ Years in Business? _____

2. Now, flesh out the personal details. This will help you better understand your customer prospects and dramatically improve your marketing efforts:

How many years in current position?_____ Current salary? _____

How many jobs held during course of career? _____

Political views? _____ Religious views? _____

Personal interests? _____ Hobbies? _____

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

Favorite brands? _____

Favorite Web sites? _____

Source for breaking news? _____

Source for industry or business news? _____

Uses Twitter?(yes/no) _____ Facebook? _____ LinkedIn? _____ Other? _____

Personal goals: _____

Business goals: _ _____

Family goals: _____

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

1. _____

   _____

2._____

   _____

3. _____

   _____

5. 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? _____

_____

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 secretly afraid of? _____

_____

_____

_____

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

_____

_____

_____

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?

_____

_____

How can your product or service match up to your customer's real needs and desires? How can your business help solve your customer's problems? What is it that you are trying to provide your customers?

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7. Now, create a short story about your customer avatar.

Include details about their life and professional background. Explain what impact a problem is having. How is this problem making your customer feel? What types of frustrations does your customer keep having? What does your customer need more than anything? How can your business best provide the product or service that's needed most? Write down your story here. Make as many copies of this page as necessary, or use additional sheets of paper: _____

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Review your customer avatars on a regular basis to make sure that your marketing efforts are directed to their needs and desires.

For support with this worksheet or for more information about how to improve your marketing, go to Kinoshita Communications LLC at http://www.laura-kinoshita.com or call (877) 239-3067.