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# Customer Avatar Worksheet

— Merit Marketing Services —

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# 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.**



# Your Avatar reflects your ideal consumer

This exercise 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 is real to you as a living human being.**

# The ideal customer - The basics

Name? \_\_\_\_\_ Age? \_\_\_\_\_

Married? \_\_\_\_\_ Children? \_\_\_\_\_ Lives where? \_\_\_\_\_

School Attended? \_\_\_\_\_

Job Title? \_\_\_\_\_ Profession? \_\_\_\_\_

Household Income? \_\_\_\_\_ Hair color? \_\_\_\_\_ Eyes? \_\_\_\_\_ Weight? \_\_\_\_\_

# B2B Customer Info

Industry? \_\_\_\_\_

Sells to? \_\_\_\_\_

Annual Revenue? \_\_\_\_\_

Number of Employees? \_\_\_\_\_

Located at? \_\_\_\_\_

Years in Business? \_\_\_\_\_

# Personal Details

How many years in current position? \_\_\_\_\_

Current salary? \_\_\_\_\_

How many jobs held during course of career? \_\_\_\_\_

Political views? \_\_\_\_\_

Religious views? \_\_\_\_\_

Personal interests? \_\_\_\_\_

Hobbies? \_\_\_\_\_

# A day in the life...

Favorite brands? \_\_\_\_\_

Favorite Web sites? \_\_\_\_\_

Source for breaking news? \_\_\_\_\_

Source for industry or business news? \_\_\_\_\_

Uses (y/n) Twitter \_\_\_\_\_ Facebook \_\_\_\_\_ LinkedIn \_\_\_\_\_ Insta \_\_\_\_\_

Personal goals: \_\_\_\_\_

Business goals: \_\_\_\_\_

Family goals: \_\_\_\_\_

# What frustrations do they have?

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

1. \_\_\_\_\_

2. \_\_\_\_\_

3. \_\_\_\_\_

\_\_\_\_\_



# Can you resolve their frustrations?

What would their “perfect solution” look like?

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

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What would they be willing to pay almost anything for?

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# What is your unique solution for this Avatar?

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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# Tell the story of your 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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# Merit Marketing Services

For support with this worksheet or for more information about how to improve your marketing call 740-607-7800 or email

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