

On the following pages you will find a template for creating customer avatars.

The trick when you are starting out with this process is not to get too bogged down in the detail. A client avatar document needs to be a “living document”. It should be reviewed and refined regularly as you develop more complex pictures or who engages your business services and products.

If you’re having trouble getting started, just begin by trying to complete an avatar for your most valuable 2-3 clients. What do you know about them? And what were the reasons that lead them to spend money in your business.

It is understandable that some of the questions may be difficult to know at the start. So alongside building customer avatars, it is good practice to make sure you have potential clients/new client “surveys”. And by survey, this may just mean that you have three or four questions you ask someone who makes an enquiry when you first speak with them such as:

* Where did you find out about us?
* What was the main reason you decided to get in touch with us?
* If there was one thing our business could improve for you right now, what would it be?

It’s also a good idea to survey your current clients from time to time. This enables you to build clearer client avatars, but it also ensure that you continue move with your current clients, and their industry, as it changes over time. You won’t want to send a survey with so many questions they feel like it is too much. And also, if you can, reward people for filling it out. Send a 15% off voucher, send a free product, do something that let’s them know that you value the time it takes them to provide feedback.

But right now, it’s time to start filling out your first client avatar. You may wish to make a copy of this template prior to completing, or print out multiple copies and aim to fill out 2 or 3 avatars now.

And of course, feel free to adapt and use this template in your business as you see fit.

**BUSINESS:**

**AVATAR CREATED ON:**

|  |  |
| --- | --- |
| **Getting to know who they are:** | |
| Avatar Name: |  |
| (Naming your avatars will make them easy to think/talk about as you look to create content - you may do this last) | |
| Age: |  |
| Gender: |  |
| Relationship Status: |  |
| Family Status: |  |
| Household Income: |  |
| Where they live: |  |
| Employment Situation:  (Consider details: Business Owner, Leadership Role, etc) |  |
| **Getting to know their online habits:** | |
| How to they search for information? |  |
| What Social Media Platforms do they use? |  |
| What do they do most of when online? |  |
| What are their favourite blogs/current affairs sites? |  |

|  |  |
| --- | --- |
| **Getting a feel for what’s making them tick:** | |
| What are their current goals? |  |
| What are their current challenges to achieving their goals? |  |
| What objections might they raise to purchasing from you? |  |
| What energises and motivates them? |  |
| What makes them anxious or worried? |  |
| What experience have they had with your or similar products/services? |  |
| **Exploring the benefit you can be to them:** | |
| How can your business help them? |  |
| What is the key message they need from you to move to purchase? |  |

**TIPS:**

* Be as specific as possible. This profile should represent one person (either imagined or real), not a range of people.
* Consider basing your avatar on a previous or current actual customer, as this may make it easier to fill in the details.
* Don’t get hung up on the language. Draft your avatars and you can always come back and refine the language used later.
* You may find it necessary to adapt some demographic details included to more closely suit your business /service.
* An added benefit to your avatars can come from giving them a ‘profile picture’, perhaps find an image online that you feel represents what they look like. This can help to humanise your avatar in your marketing and help them feel more ‘real’.
* Diarise to review your avatars and adapt as necessary on a periodic basis (at least annually).