

Customer Avatar

Demographics; Identify 'Who?'

1. Who is your ideal customer/client/market? (Name, age, gender, location, etc)
2. What is their home life like? (Married, single, children, pets etc)
3. What is their work life? (Job role, status, company type, passion for their work)
4. What is their financial status? (Income, assets, homeowner etc)

Interests; Define 'How?' What interests your client?

5. What are their business or professional interests? (education, training)
6. How do they spend their leisure time? (sports, leisure, social, interests)
7. Where do they go? (stores, clubs, events, groups; online and offline)

8. Who do they hang out with or follow? (Media, brands, personalities)

Pains; Clarify 'What?' will engage them

9. What are their most pressing challenges? (what's causing an issue today or right now?)

10. What are their biggest frustrations? (what are the big problems that are getting in their way?)

11. What are their likely or most common objections? (What are the most obvious negative points about your product or category?)

12. Who or what influences their decisions? (Where do pressures come from?)

Gains; Understand 'Why?' they will buy

13. What specific result or outcome are they looking for? (What would 'good' look like for them?)

14. How does it make them feel? (What are the emotional responses associated with that result?)

15. What does their purchase of your product or service say about them? (In terms of their personality and character)

16. What are their aspirations and desires? (And how do they see your product or service contributing to their desires and outcomes?)