

DEFINING YOUR **CUSTOMER AVATAR**





CUSTOMER AVATAR

Your customer avatar is a fictional representative of your ideal prospect or customer. When you complete this exercise, you will have a much better understanding of their needs and wants.

Knowing this will help you to fine tune your marketing and prospecting efforts. Please don't discard this exercise. It will help you to expose important gaps or conflicts in your marketing messages that you may not be aware of.

It will also give you a picture of who you are writing or talking to when creating your content.

You will also gain significant insights in your marketing on why your market responds favorably or unfavorably to your advertising or prospecting.

Completing this exercise can lead to a dramatic transformation in your business.



AVATAR DESCRIPTION

Name: _____ Age Range: _____ Married? _____

Children? _____ Gender: _____ Income: _____

Profession: _____ Education: _____ Hair Color: _____

Eye Color: _____ Height: _____ Weight: _____

QUESTIONS:	ANSWERS:
1. What are their biggest fears and sources of pain?	
2. What challenges do they face?	
3. What's the worst thing that could happen if they can't solve their problems?	
4. What are their dreams hopes and desires?	

Networking Artistry

MY CUSTOM AVATAR



PASTE IMAGE

NAME

Age: _____

Married? _____

Children? _____

Gender: _____

Income: _____

Profession: _____

Education: _____

Hair Color: _____

Eye Color: _____

Height: _____

Weight: _____

Pain Points:

Solutions: