IDEAL CUSTOMER AVATAR
WORKBOOK

IDEAL CUSTOMER AVATAR

Creating an ideal customer avatar is key to the success of your business and marketing strategy.
Having a clearly defined ideal customer avatar allows to:

- Create content that resonate with your ideal customers
- Attract more qualified leads through more targeted and personalized ads and content
- Use your ideal customer avatar's pains, needs and desires to create a message that deeply connects with them.
- Determine what platforms they are spending their time on so that you invest time, money and effort only on the channels where they are active
- Develop product/service that are truly valuable to your ideal customers.
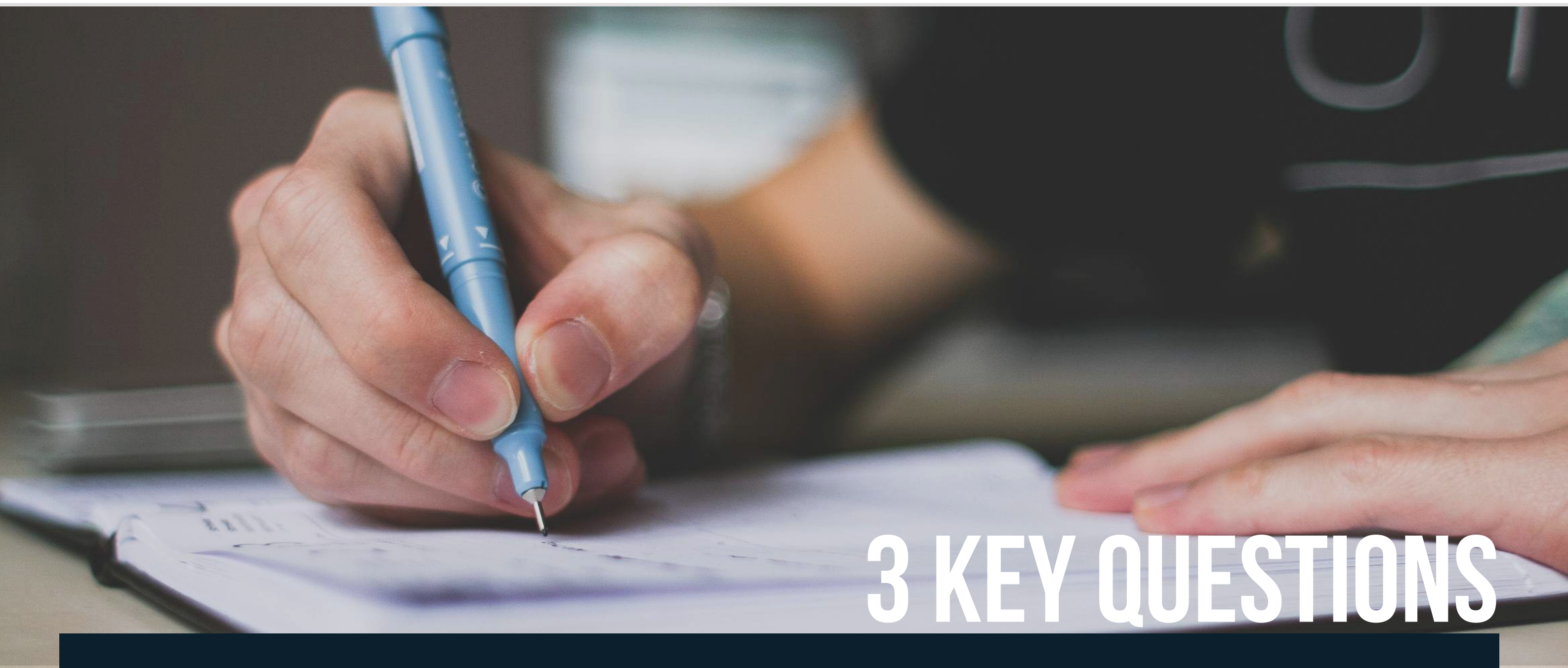
In order to define your ideal customer avatar you need to gather reliable data and information about WHO will benefit the most from working with you.

You can have more than one ideal customer avatar.
Each will be unique in their physical description, the types of products they buy and the motivations that keep them coming back to your business.

1
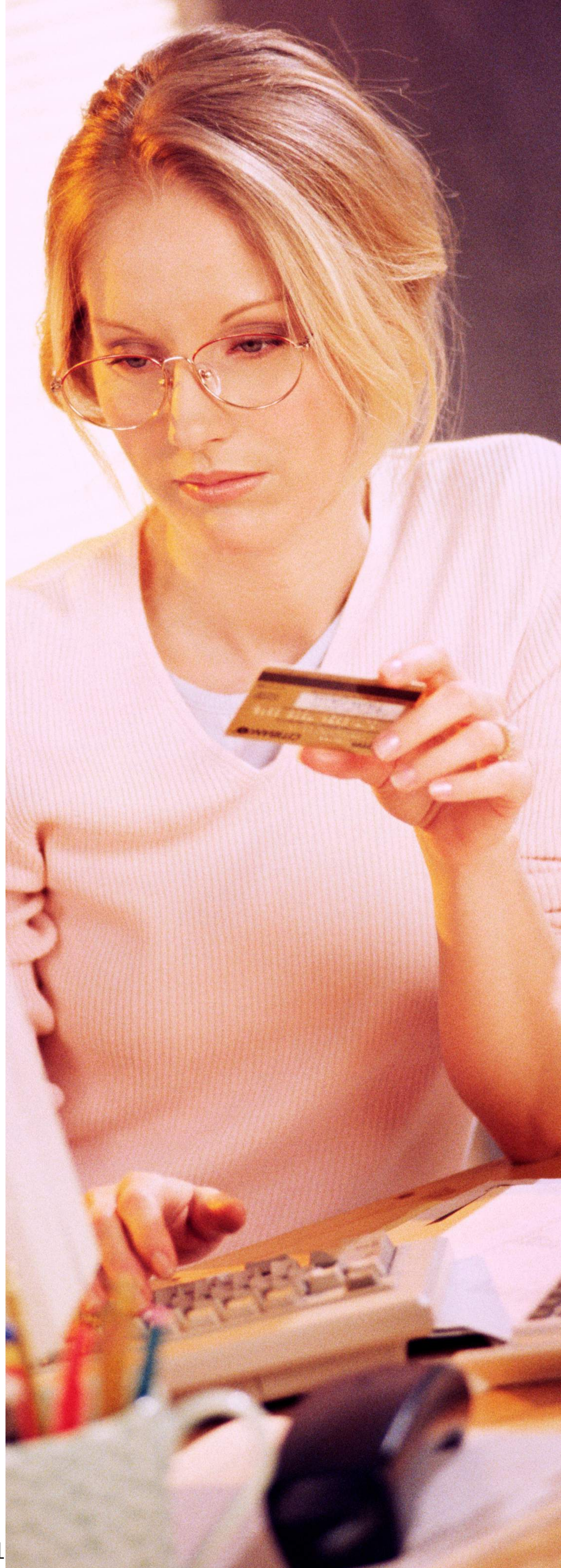
3 KEY QUESTIONS

START WITH DEFINING...

1. WHAT KIND OF CUSTOMERS YOU WANT TO WORK WITH

_____

_____

_____

_____

2. WHO WILL BE BENEFIT THE MOST FROM WORKING WITH YOU

_____

_____

_____

_____

3. WHO CAN AFFORD TO PAY FOR YOUR PRODUCT/SERVICE

_____

_____

_____

_____

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DEMOGRAPHICS

Clearly defining **WHO** you will be targeting is key to ensure the content and message resonate with them.

What is the age range?

If the age range is bigger than 20 years you may want to have two ideal customer avatars.

_____
_____
_____

What is the gender?

If your profile includes both men and women, ensure your product and marketing materials are gender-neutral. Otherwise, break this out into two separate profiles - one for men and one for women.

_____
_____
_____

What is the level of education?

_____
_____
_____

What is the occupation?

This can be a specific job or sector.

_____
_____
_____

What is the country of residency?

_____
_____
_____

DEMOGRAPHICS

What is the yearly income?

_____
_____
_____

What's the household composition?

Are they single, married or cohabitating? Do they have children and if so, how old are they? Do any other adult family members live in the house? Do they have pets?

_____
_____
_____

What else is worth noting?

In the space below, add any more relevant demographic detail. For example, the body type, the car they drive , etc.

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VALUES

Establishing your ideal customer's **WHY** and what he/she values the most enables to come up with features and benefits that are relvant to them.

What does he/she value the most?

_____
_____
_____
_____
_____
_____

What issues doese he/she hold close to their heart?

_____
_____
_____
_____
_____
_____

What is it that he/she really want more than anything else?

_____
_____
_____
_____
_____
_____

VALUES

What is his/her ultimate goal in life?

_____

_____

_____

_____

_____

_____

What couldn't he/she live without?

_____

_____

_____

_____

_____

_____

What would he/she be willing to pay almost anything for?

_____

_____

_____

_____

_____

_____

INTERESTS

Determining your ideal customer's interests and **WHERE** he/she hangs out enables to choose where to connect with him/her.

What does he/she do in the spare time?

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_____
_____
_____
_____
_____
_____

Where does he/she usually spend his/her time?

List any store, club, events, groups. These could be offline and/or online.

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_____
_____
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_____

What interests does he/she have?

_____
_____
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_____

INTERESTS

What social media platform does he/she use?

_____
_____
_____
_____
_____
_____
_____

Who does he/she follow?

List any news outlet, brands, personalities, etc.

_____
_____
_____
_____
_____
_____
_____

What shoping habits does he/she have?

Does he/she shop online or in store? Does he/she have different shopping habits depending on products/services? What brands and store does he/she like buying from and why?

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_____
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_____

8

PAINS AND DESIRES

Understanding WHAT your ideal customer desires and his/her pains enables to create a messages that hones in on the right emotional triggers.

What are his/her most pressing challenges?

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_____
_____
_____
_____
_____

What is his/her biggest problem that is getting in the way?

_____
_____
_____
_____
_____
_____

What has happened in the past that led him/her to this point?

_____
_____
_____
_____
_____
_____

PAINS AND DESIRES

What specific result or outcome is him/her looking for?

_____
_____
_____
_____
_____
_____

What are his/her aspirations and desires?

_____
_____
_____
_____
_____
_____

What will happen if he/she was able to acheive the desired result?

This about how he/she will be feeling. Will anyone else benefit from them achieving the desired result? If so, how?

_____
_____
_____
_____
_____
_____

OBJECTIONS

Defining your ideal customer's objections allows to clarify any misconception about your product/service and to pre-empt any question.

Are there any obstacles that would stop him/her from buying?

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_____
_____
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_____

What would 'good' look like for him/her?

_____
_____
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_____

What will make him/her purchase your product/service?

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_____
_____
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_____

11

Ideal Customer Profile

Now use your answers to fill the profile below. Look online for a photo that represents you ideal customer and place it in the middle.

MY IDEAL CUSTOMER

IS

_____
_____
_____
_____
_____
_____
_____
_____

WANTS TO

_____
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_____
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_____
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MY SOLUTION HELPS HIM/HER TO

_____
_____
_____
_____
_____
_____

THE BEST WAY TO REACH HIM/HER IS

_____
_____
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_____

A FEW WAYS TO GATHER INFORMATION ON YOUR IDEAL CUSTOMER

SURVEYS

Surveys are a great way to ask your customers what they need help with, are interested and to gather feedback on your service/product. This information can help you in different ways:
1. Create a product you can up-sell/cross-sell to them
2. Improve your current offering
3. Familiarize with your customers' language and build a word bank you can use in your message and content
Google Forms, Survey Monkey or Tyform are some of the most popular platforms to create an online survey

DATA & INSIGHT TOOLS

Data and insights help you define your ideal customers from basic demographic information to their buying behaviors and decisions.
There are several sources of data ready to be analyzed by anyone. For example, Census.gov, UK Data Service, etc.

ANALYTICS DATA

Platforms like Google Analytics and Facebook allows to collect data about the users behaviour while on your site. They also give access to data related the interests the users have expressed through their online travel and purchasing activities. In order to access this data you need to add the Google Analytics and Facebook tracking code to your site/app

SOCIAL MEDIA

Facebook groups are great places where you can find out more about what your ideal customers want, struggle with and how they describe their desires and needs. Join a couple of groups where your ideal customers hang out and look at their comments. You can even post a poll or a post to get answers to specific questions - it's always good to check with the group admin before posting anything.

CUSTOMER REVIEWS

Look what your ideal customers have to say about product and services similar to your on Amazon, app stores, competitor's site, Feefo and other review platforms. What was missing in the product/services they reviewed? What do they want more of? Is there anything that they rate highly? Has the product/services given what they wanted? If not, why?

Helpful Hints