



Customer Avatar Worksheet

For a detailed video describing the importance of customer avatars and how to use this document please watch this video:

<https://www.youtube.com/watch?v=zCADUqkx3RM>

or

<https://youtu.be/eLiKze54A6M>

Now Let's Begin!



SECTIONS:

- **DEMOGRAPHICS:**

Fill in the blanks to bring your avatar to life including age, gender, income level, education, marital status/family and where he or she lives and works.

- **PERSONAL BACKGROUND**

Define their typical job, education, family environment and interests.

- **TRAIGHTS & ATTRIBUTES**

Time to dive into their brains and define personality, values, opinions, attitudes, interests, and lifestyles.

- **GOALS & PAIN POINTS**

What does your avatar want in life? Why are they having trouble reaching these goals? What is causing them to have struggles and challenges?

- **OBJECTIONS & BUYING BEHAVIOR**

Why would this person not buy from you or from your type of sales channel? Do they have the decision-making authority to buy whatever they wish?

- **WHERE/HOW ARE THEY CONSUMING INFO?**

Where and how does your perfect customer absorb his or her information? Favorite websites, books, news outlets, other programming?

DEMOGRAPHICS

AGE	
GENDER	
MARITAL STATUS	
LOCATION	

OTHER:

PERSONAL BACKGROUND

FAMILY Do they have children? Do they care for other family members? Are they in a comfortable family environment or high tension? Can they make decisions for their family? Etc...	
EDUCATION What education do they have? Did they finish high school? Higher education?	
EMPLOYMENT Can they hold a job? Blue collar white collar?	
INCOME LEVEL (LOW MID HIGH?)	

OTHER:

TRAIGHTS AND ATTRIBUTES

PERSONALITY Irritable? Stressed? Charismatic? Introvert/Extrovert? Neurotic? Agreeable? Loyal? Generous? Self Control?	
VALUES AND OPINIONS Dependable? Honest? Ethical? Open Minded? Lack of values? A belief the world is a good place or bad place? A believe that people can control their destiny?	
INTERESTS What do they love to do? What type of information do they like? What do they think about and love/want that NO ONE else does?	
LIFESTYLE Health conscious? Fitness buff? Spiritual? Academic? Workaholic? High consumer?	

OTHER:

GOALS AND PAIN POINTS

FAMILY GOALS	
LOVE AND RELATIONSHIPS	
FINANCIAL GOALS	
HEALTH GOALS	
LIFESTYLE GOALS	
WHAT ARE THEIR ROOT PROBLEMS?	
WHY CAN'T THEY ACHIEVE THEIR GOALS?	
WHAT SOLUTIONS DO THEY OFTEN SEARCH FOR IN THEIR LIVES?	

OTHER:

OBJECTIONS AND BUYING BEHAVIOR

DOES PRICE MATTER IF A REAL SOLUTION IS PRESENTED TO THEM?	
DO THEY PREFER ONE ON ONE SUPPORT?	
ARE THEY COMFORTABLE BUYING ONLINE?	
HOW DO THEY RESEARCH PRODUCTS? Do they need testimonials, other web reviews, or are they impulsive?	
ARE THEY “ALLOWED” TO MAKE THE DECISION TO PURCHASE?	
WHAT OTHER COMMON OBJECTIONS DO THEY HAVE? No time? Bad experience with other products? Doesn't trust it's real? Can't make decisions?	
ARE THEY IN A COUNTRY THAT ALLOWS FOR MULTIPLE PAYMENT OPTIONS? Paypal, credit cards, other processors etc.	

OTHER:

WHERE/HOW DO THEY CONSUME INFO?

ARE THEY MOBILE/DESKTOP SAAVY?	
WHAT ARE THEIR FAVORITE BOOKS AND WEBSITES?	
WHAT CONTENT DO THEY CONSUME ONLINE? (BLOGS, VIDEOS, SOCIAL MEDIA CHANNELS)	
WHERE DO THEY HANG OUT MOST ONLINE?	
DO THEY ATTEND LIVE OR ONLINE EVENTS?	
DO THEY LIKE EMAIL NEWSLETTERS?	
DO THEY CONSUME INFO AT WORK OR AT HOME?	
WOULD THEY RESPOND TO AN ONLINE AD OR WOULD THEY BE AWARE THEY ARE EVEN BEING ADVERTISED TO?	

OTHER:

