



# Ideal Customer Avatar

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Think of your IDEAL customers. What do they all have in common? Through this worksheet you will list every common trait, both demographic - age, income, gender, marital status, industry, etc. and psychographic - values, beliefs, lifestyle, hobbies, interests, etc. to gain a better understanding of your customer.

An understanding of these things will help you define how to communicate with your ideal customer.

The goal is to be able to describe this person so well that you can easily step in her shoes. The goal is to know her so well that you can think like her, speak like her, experience her emotions and essentially be her.

Having an Ideal Customer Avatar (ICA) is essential in creating social content that will genuinely connect with your audience. Why? Because you'll learn to fashion your "message" to speak with this one person. When you are speaking person-to-person or one-on-one, it's a far more authentic conversation.



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NAME:

AGE/GENDER:

HAIR COLOR/EYE COLOR:

MARITAL STATUS/CHILDREN (INCLUDE NAMES):

RESIDENCE:

INCOME:

OCCUPATION:

LIFE BELIEFS:

FAVORITE BOOKS, MUSIC, TV SHOWS:

MAGAZINES SHE READS:

BLOGS SHE FOLLOWS:

PINTEREST BOARDS SHE FOLLOWS:

FACEBOOK PAGES SHE LIKES:

WHAT DOES SHE GOOGLE (LIST EVERYTHING RELATED TO YOUR BUSINESS AND HER OTHER INTERESTS)?

WHAT CONFERENCES OR EVENTS DOES SHE GO TO? WHAT DOES SHE DO IN HER FREE TIME?

WHAT ARE HER GUILTY PLEASURES?



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WHO DOES SHE IDOLIZE?

WHAT AUTHORS, TEACHERS OR EXPERTS DOES SHE FOLLOW?

WHAT'S HER FAVORITE MEAL?

WHAT KIND OF CAR DOES SHE DRIVE (IF SHE DRIVES)?

WHERE IS HER FANTASY VACATION?

WHAT'S HER FAVORITE YOUTUBE VIDEO?

Now BE your ideal customer avatar. This next exercise is about feeling and emotion, trying to understand life through her eyes. What primary emotion, or set of emotions, does she feel at the exact moment she's about to buy your product or service?

What is she saying to herself in her head? What specific words and phrases is she using? What story is she telling herself?



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Now that you have spent some time in your customer avatar's skin, it's time to go deep and specific. **Answer the following questions as your ideal customer avatar.** You need to answer these questions with honesty and candor. Be brutal here.

What do you worry about? What keeps you up at night?

What stresses you out on a regular basis?

What's the OMG, I can't believe that exists "dream solution" that you'd pay almost anything for?

If this dream solution -- product or service -- could appear and unfold perfectly, how would that story go?

What will you be able to do, get or achieve if your fantasy situation comes true?