

# The Customer Avatar Worksheet.

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## Why is it Important Customers to Know Your Customer?

It is really important to know who your Ideal Customer is so you can speak their language, so you know how to talk to them. By understanding who your customers are, what they want you can have the most effective way of show them your product or service.

## Why Do You Need to Speak Your Customer's Language?

If your customer can't understand you they won't buy. The type of language and style you use will be different depending on your customer.

People like to buy from People they

KNOW, LIKE & TRUST

If your customers speak about **Kids** it is not use talking only about **Children**, your customer won't find you.

The way you would speak to a

- 55 year male with a \$250k income looking to buy a Mercedes

Would be different to a

- 25 year old mother looking to book a family friendly restaurant on \$75k income.

The language and style you use will be very different depending on your ideal customer and the type of product or service you are selling. Language is paramount for your audience because your language is how they will connect with you and it is across all mediums such as:

- Your website / blog posts
- Social media
- Videos
- Competitions / Giveaways

Knowing your customer will also determine where you advertise and how they find you. You don't see many ads for Mercedes in the free local paper.

Conversely an ad for a family caravan park in a parenting directory would be very good positioning.

## What can your Current Customers tell you?

Think about your best customer, the person that repeatedly buys from you and tells everyone how great you are. This client will be your avatar – ideal customer. Think about this person and answer the questions below. Who is your ideal Customer?

You need to Identify, Understand and Be in front of your ideal customer.

- Do you know who your audience is?
- Where do they hang out?
- What do they like to read / eat / see / play?

Be specific, the more details you give the more you will be able to connect with your dream customer.

Don't get overwhelmed, let's take this one step at a time.

## Map your Avatar

### Who is your IDEAL Customer?

Avatar name: \_\_\_\_\_

*Give your avatar a name – easier to identify with avatar if you make them a person.*

Gender: \_\_\_\_\_

Age: \_\_\_\_\_

*No more than a 10 year age span.*

*How a 25 year old thinks and buys is very different to a 40 year old.*

Marital status: \_\_\_\_\_

Number and Age of Children: \_\_\_\_\_

Type of School for the Children: \_\_\_\_\_

Where Do They Live (Location): \_\_\_\_\_

Occupation: \_\_\_\_\_

Type of Car: \_\_\_\_\_

Income Bracket: \_\_\_\_\_

Education Level: \_\_\_\_\_

## What Does Your Ideal Customer Like to Do?

Pastimes / Hobbies: \_\_\_\_\_

Outdoors, Gardening, Sports

Fitness / Health: \_\_\_\_\_

Gyms / Bodybuilding, Meditation, Yoga, Physical Exercise, Dieting, Nutrition

Travel: \_\_\_\_\_

Hotels, Camping, Domestic, International

Food / Beverage / Eating Out: \_\_\_\_\_

Restaurants, Cafes, Takeaways, Farmers Markets, Groceries

Entertainment: \_\_\_\_\_

Games, Events, Movies

Media: \_\_\_\_\_

Where do they get their news

Newspapers / Magazines: \_\_\_\_\_

TV Shows: \_\_\_\_\_

Which Social Media Do They Hang Out On: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## How do they purchase?

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