

Ideal Customer Avatar

[00:00:00] If you don't know who your ideal customer is, how will you know what to say, where to say it or how to sell to them? Without this information, you're just playing the pray and spray game. That means marketing to everyone and hoping that it resonates with someone. But that's not how to win. You need to be strategic, have a defined persona and know exactly what they desire. So you can sell that outcome to them.

[00:00:25] Today, we're going to talk about how to build an ideal customer avatar.

[00:00:29] First, let's talk about identifying your ideal customer. You want to look at? Who do you like working with? What kind of companies really resonate with you? Are you a big lover of books? Maybe you want to work with indie authors. Are you a music fan? Maybe you want to work with local bands. Are you a did you grow up in the construction industry?

[00:00:57] Then it might be a good idea to work with the [00:01:00] construction industry. Think about who do you like working with? Next, what clients have been the easiest to work with. Identify those people because they likely have similar traits that you can look for in future customers. For example. Any time I work with someone in the facilities industry. I find that they are so easy to work with. They're happy with everything that I create.

[00:01:29] And they have reasonable expectations. So I love working with that industry. I also grew up in the real estate industry. My entire dad's side of the family works in real estate and there's 13 of them. So I was very. Immersed in that industry growing up. So I love working in the real estate industry. I was also a landlord and made a six figure deals through flips. So real estate is really great for [00:02:00] me.

[00:02:00] So think about those types of things. What clients appreciate your work? Who really needs the service that you provide? Put that down on your list right now, you should be heavy. You should have a notebook out. And you should be writing down all of the clients that are answering these questions. Who do you like to work with?

[00:02:24] Who has been the easiest to work with? What clients appreciate your work. Next, what type of businesses or what type of people need your services? Write this down? What type of people or business needs your service? What

clients have been the most profitable. And what service did you provide for them?

[00:02:47] Also while you're looking at this information. Look at what they what their budgets were, because then you can create a. Service or a product [00:03:00] that meets their budget and it will be a lot easier to work with them and to market to them, knowing that, okay, this is a budget that they can afford.

[00:03:10] So how I always figured that out. Is I have in my intake form when someone wants to have a discovery call with me, I have a place in there where the, I asked for their budget. I need to know what their monthly budget is or what a project budget would be and what kind of services they're looking for. So this really helps me narrow down what services to offer, because I know exactly what my ideal customer can afford.

[00:03:39] And then going into our next. Course where we're talking about how to work on your business. That's when you'll want to you'll want to reverse engineer it. You want those 10 K months consistently look at what they can afford monthly and reverse engineer that. But we'll [00:04:00] get more into that in the next course.

[00:04:02] Okay. And let's see here, the last question, what clients can afford your services. So that kind of falls within the same realm. Because you might love working with indie bands, let's say, but they're the budgets that they're setting in your discovery calls that they're identifying this month, how much I can afford might be just too little for you to be able to reach your monthly income goals.

[00:04:31] So look at what clients can actually afford. Your services. Okay, next, we're going to move on. How do you get to know them better?

[00:04:41] All right. How do you get to know them better? Here are my go-to moves for trying to learn more about my own customers. Or my client's customers when I'm building a content strategy. The first thing I do is a comprehensive survey. [00:05:00] I use survey monkey for this because they do a lot of the data analyst stuff for me.

[00:05:06] I'm no data analyst, but survey monkey has the ability to do that for me. So I do a survey and some of the questions I always ask are. What. What industry are they in? What is their annual revenue? Where do they like to spend their time online? What are their preferred mediums? Do they prefer reading? Do they prefer podcasts? Video?

[00:05:34] I need to know that stuff. Do they like webinars eBooks? Templates courses, this will help identify what lead generators would make sense for them.

[00:05:48] Okay. So first survey them. And when you're looking for an audience to survey first, obviously start with your email list. And if you don't have an [00:06:00] email list, that's okay. You can also purchase. A, an audience from survey monkey. It's not cheap, but it's very helpful because you can get a large number of people to fill out the survey. And it'll give you a much better idea of.

[00:06:19] Who your customer is? Another way to get people to fill out your survey would be to partner with another company. Who also has the same audience as you, so you can share the information. So most of you are service providers. I would partner with a product company who has the same audience as you and do a survey together.

[00:06:42] So you guys can share lists. And get the most amount of people filling out your survey as possible. I surveys. We talked about that. Interviews is next. Interviews. Are the best way [00:07:00] to start a content strategy. So the first thing I do is a survey and that gives me more blanket information and large scale information about what the customer prefers in their content marketing.

[00:07:16] But what gives me real answers are the interviews. So I usually interview three to four customers. And really get to know like one, how did they find this person? My client in the first place? Where are they hanging out online? What kind of content do they prefer? How do they make their buying decisions?

[00:07:38] What's important to them. What keeps them up at night? What bothers them about their work? What pain points do they have? What do they wish was easier? These are all things that will help you. Not only identify what content to create, but also help you identify what your ideal product or service could be. You can always [00:08:00] tweak there's no.

[00:08:01] Hard line. No, one's saying that you can't evolve your business. This is a good way to help refine your products and services. So interviews would be next. And if you can't get anyone to sit down and have an interview with you, maybe you're brand new and you don't have customers yet. You could start a podcast or a live stream show where you interview your ideal customers.

[00:08:31] But you do it in a way where you're learning about them, but you're also highlighting them, spotlighting them, giving them a voice. So that's another way to get interviews and learn more about your customers is through your

content creation process. Next look at publications that cater to the same audiences you.

[00:08:52] They have big bucks for customer research and all of that information is in their media kits. And they're [00:09:00] advertising section of their website. So they need to provide. Their audience information to potential advertisers. You could just download it off of their website. It's so easy. So let's say your ideal customer is a.

[00:09:17] Is an entrepreneur. You could go to entrepreneur.com, go to their advertising section and they will have a PDF that advertisers can download. And it gives you all of the information about their customer. So that can be really helpful. You can also use power personas. Now I am going to pause for a moment so I can share my screen with you and show you exactly what power personas is.

[00:09:45]

[00:09:45] **Yeti Nano & Screen-2:** This is power personas. And the first thing you want to do is create a profile using the information that you have available through your surveys and your customer interviews. [00:10:00] Something that you might want to do is first look at the information that you need for this profile. So you can guide your survey and your interview questions around this.

[00:10:11] **Yeti Nano & Screen-2:** You want other information on top of that, but this is also information that you'll need. So start with. The name. Age. Location occupation, education, household income. What type of user they are.

[00:10:30] **Yeti Nano & Screen-2:** So for a small business, you probably are only going to be dealing with a buyer or a user. But for, if you're doing a content strategy for a big business, then it might be an influencer. Or an evangelist. You might need other customer avatars on top of it. People that are stakeholders, people involved in creating the short list.

[00:10:55] **Yeti Nano & Screen-2:** But might not necessarily be creating the whole. [00:11:00] Shebang. They might not be necessarily making the decisions

[00:11:04] **Yeti Nano & Screen-3:** Next you'll want to start adding individual descriptors. The things that you know about your ideal customer from your surveys or your interviews. So maybe you're working with small businesses. You'll want to add.

[00:11:20] **Yeti Nano & Screen-3:** Look this up small business owner. Okay. We'll add that. Let's say we know that they are outgoing.

[00:11:29] **Yeti Nano & Screen-3:** Let's say they're an entertainer. We're going to make the assumption that they are. I have a content creator on tic-tac. Okay. Let's say they are a Dewar. They are the type of person who likes to do instead of delegate. Okay. We'll add that. All right next we'll move on

[00:11:49] **Yeti Nano & Screen-4:** The next step is selecting their occupation. So let's say, okay, you're working with a small business owner. And they [00:12:00] are in the.

[00:12:03] **Yeti Nano & Screen-4:** Marketing industry. They are contractor. And they are.

[00:12:12] **Yeti Nano & Screen-4:** A marketing consultant. And then we'll move to the next one. What are their interests? Let's say what we know about them is they're into music. They're into mindfulness and they're into outdoor recreation.

[00:12:29] **Yeti Nano & Screen-4:** Next. We want to know what are their traits and characteristics. Now here, you want to make sure that you are not just creating. You're not just making something up. It wants to be, you need to have information that you actually have otherwise keep it neutral and keep it as it is. So do you know if they're more extroverted in our made up customer profile? They are. They're way more open extroverted.

[00:12:56] **Yeti Nano & Screen-4:** And they're probably more open-minded to, we [00:13:00] already said they're more of a doer than a thinker.

[00:13:04] **Yeti Nano & Screen-4:** And then we'll keep the rest. This neutral, here are additional ones. This type of profile probably would be more literal liberal. And if they like outdoor recreation, they're probably more active. And then we'll submit. And now it will calculate our information.

[00:13:24] **Yeti Nano & Screen-5:** Our test avatar is now ready. So remember this. Customer avatar is built from the information that you already have. It uses studies on personality traits and psychological studies to fill in the rest. So this is. Really thorough and it's built through AI. I love it. But you do need to have the basic information necessary to be able to fill it out. Otherwise it's just a guessing game. You need to have that information to fill out the [00:14:00] initial form.

[00:14:02] **Yeti Nano & Screen-5:** So for our test. Customer. I'm going to go through some of this information so you can see what it would look like. So in their profile. You'll see that they have the things that are important to them. And there are people oriented sources of happiness, sources of value, source of pleasure.

[00:14:28] **Yeti Nano & Screen-5:** Moto always be graceful. Drives what matters to them, what they do in their downtime? Oh my gosh. I am also always on Zillow. Their basic personality traits, what brands they really align with. This is all really great information to help you better understand your customer. But you also want to look here at the marketing category.

[00:14:56] **Yeti Nano & Screen-5:** So the marketing category is where you really get [00:15:00] the juice.

[00:15:01] **Yeti Nano & Screen-6:** All right. So here's the marketing category. And the first thing you'll see is messaging. Here are the messaging for our makeup customer profile themes to consider power success, ambition being recognized for innovation achievements. Self-empowerment the voice and tone competent, rugged, sincere story arcs appeal of transformational narratives. That would mean customer success stories or key studies appeal of informational narratives.

[00:15:33] **Yeti Nano & Screen-6:** That would more be like educational blogs. Things to stress the popularity of your product or service. This can be done through reviews. The novelty of it or being new. It is a product or service that's being done in a new or innovative way. And that it's unique. Thanks to highlight the utility of it. How easy is it to use?

[00:15:56] **Yeti Nano & Screen-6:** When you're using quotes or references, try and [00:16:00] bring an influencers into the game are subject matter experts that would do well with this audience. Focus on critically acclaimed features. That means for this particular audience, they would want you to have awards. They would want real recognition for your product or service.

[00:16:20] **Yeti Nano & Screen-6:** Messaging subject. Subtext, there is a clear process. So this is actually something that's talked about in StoryBrand a lot. Making sure it's very clear what your process is. So they know exactly what to expect.

[00:16:35] **Yeti Nano & Screen-6:** Now down to grammar and punctuation. Yes. And yes. Use of emojis. No. And use of FOMO. Yes. So deadlines would

work well for this audience. Countdown timers would work well for this audience. Next looks smooth to content. So for content. It gives you very thorough information. The first thing we'll look at [00:17:00] is what do they want your content to answer?

[00:17:03] **Yeti Nano & Screen-6:** Does it do what it says it's going to do. Way to be able to show this. I would be through testimonials through videos, through transformational stories. Suggested points, posts, use case or pain point interviews. So interviewing people who are your ideal customer avatar talking about the pain points that they went through and how they solve them.

[00:17:29] **Yeti Nano & Screen-6:** Would do well. So a podcast would be awesome for this audience. Influencers and affiliate content. So working with influencers subject matter experts. Within your industry would be good. So once again, this would be a great audience for a podcast and then infographics. Suggested collateral self-assessments. Those would be like quizzes that you have on your website.

[00:17:56] **Yeti Nano & Screen-6:** White papers. That is like an ebook that doesn't talk [00:18:00] about your brand at all. It's strictly educational or eBooks. And suggested events or activities, rewards, programs, samplings, or sweepstakes. This might mean offering. A referral bonus. If they refer someone to you. Sampling could be for a service company. It could be.

[00:18:20] **Yeti Nano & Screen-6:** Doing like a 15 minute AMA. One-on-one with someone. It could be for a product company, freemium. Sweet stakes. Maybe you do a contest where someone can win a content strategy from you. It goes down to subject line hierarchy. What kind of subject lines in your emails would do well from, for you and for this audience? And it even gives you examples and templates on how to do that.

[00:18:47] **Yeti Nano & Screen-6:** Keyword usage, less specific to more specific it's right down the middle. So the average, alright, let's go to sequences, which is my favorite part of this. [00:19:00]

[00:19:01] **Yeti Nano & Screen-6:** Okay sequences. This is the full sale sequence. It starts with a tract. So these would be top of funnel type of content. And I've used that highlight use cases and pain points. Share pull quotes from those interviews, share listicles with key interview. And takeaways. So it's clear that this customer avatar would love content related to interviews, specifically customer interviews and interviews with people like them, people within their industry.

[00:19:36] **Yeti Nano & Screen-6:** Continuing to attract repost, influencer, or affiliate content. Create and post an influencer or top 10 list creating post influencer affiliate content summaries. So you could do a lot of curation for this audience, which is nice because you don't have to create a ton of net new content. You just have to curate it.

[00:19:58] **Yeti Nano & Screen-6:** And then rank or rate [00:20:00] influencers by value. Okay. Now moving to the engaged portion, posting infographics and sharing infographics and reactions with relevant comments. Now we're moving over to engage where you start to build more of a relationship with your audience. Post an invitation to a sampling event or opt in trial opportunity.

[00:20:24] **Yeti Nano & Screen-6:** So this could look like for service company. A campaign where you are targeting. Let's say you do a workshop. That's low cost. And it gives people the opportunity to work with you on a smaller level, say it's a \$27 workshop. Or maybe you're you do a campaign where you're doing a. A partner webinar.

[00:20:50] **Yeti Nano & Screen-6:** And you can build up your list that way, but they also get a little sampling of what you can offer. Post a link to a white [00:21:00] paper, share a poll quotes, create an opt in discussion group or interested parties channel using Facebook or slack. Now when you're converting share an invitation to join a rewards program could be an option.

[00:21:14] **Yeti Nano & Screen-6:** That would be best for a product company for a service company. It could be referral bonus options. It could be A discounted product or service. It could be a digital product. That would roll into your service. Post to self-assessment. Share one or more next steps for each assessment results. So what this would look like in reality is a quiz that's on your website, and that would be an opt-in lead generator. And then when they finish out their quiz, it takes them to their next steps. And obviously whatever result they get on that quiz, the next [00:22:00] steps would lead to a certain service that you offer.

[00:22:05] **Yeti Nano & Screen-6:** Okay. We're going to move to branding. And this will give you a good idea when you are in the website phase. You're building your content and voice. Here are some arch types that you can work with them. And you'll be able to choose this based off of what you already know about your customers. So they give you three options on here. We have archetype number one, the magician.

[00:22:32] **Yeti Nano & Screen-6:** And it gives you all sorts of information about them, including colors. They prefer. Archetype number two, the regular guy. Information about them with their colors and archetype. Number three is the ruler. What you want to do is take these with a grain of salt, look at your already existing customers and what virtues and values that you can [00:23:00] identify that they already have.

[00:23:01] **Yeti Nano & Screen-6:** And go with that one. And then the additional information within that archetype. We'll be able to fill in the gaps for you. And that's what this is all about is filling in the gaps on the information that you don't have. You're going to gather an amazing amount of information from your surveys and from your customer interviews, but this fills in the rest.

[00:23:24] **Yeti Nano & Screen-6:** Okay. Last I'm going to show you demographics. This just gives you a great idea of who they are when they're not working. This is information that you would want to know about them. And you can probably pull this into your social media. Your news letter, your content voice.

[00:23:47] **Yeti Nano & Screen-6:** Okay. I am going to skip over e-commerce because that is more of a, B to C. And everybody here is mostly beat to be. Social. I just want to [00:24:00] touch on a couple of things. It doesn't give you information about what channels this ideal customer prefers. But it does tell you how they prefer to be interacted with on social.

[00:24:10] **Yeti Nano & Screen-6:** So favorite activities would be something that you want to look at. The types of interactions that they prefer sharing and liking. And then last we'll look at empathy.

[00:24:23] **Yeti Nano & Screen-6:** And this is just a beautiful way to fill in the gaps. On what it, what matters to them who they really are. And helps you. Hone in on your content voice, you don't want to be an authentic by any means. But this helps figure out. Where you should focus your voice. Any of these things that align with you also is just something that you'd want to emphasize.

[00:24:54] **Yeti Nano & Screen-6:** That wraps up customer profiles with power personas.

[00:24:58] [00:25:00] Before we move on from power personas completely. I just want to let you know that you can do that completely free. Your first three profiles are free. Okay, now let's move on to, how do you reach your ideal customer? Power personas filled in a lot of gaps for us, but what's next.

[00:25:21] In your survey and your interviews, you want to make sure to ask them. Where are they spend their time online? And research your competitors and aligned publication. What is their most popular channel? Where do they get the most engagement? Where do they post the most? Because they've done the research and it will help you identify what channels matter to your audience, to.

[00:25:46] Experiment to see what gets the best results. Experimentation is important in marketing. You're not going to know what works best until you've tried it. A content [00:26:00] strategy will give you a lot of guidance on what to test first. You're not going to know what works until you do test it. So don't be afraid to fail. Don't be afraid to try something new and it just doesn't work, but that's okay.

[00:26:14] You will find things that do work too.

[00:26:16] List build to grow your email list and nurture those relationships. Now a couple of ways you can do that. List. Building is partner with companies that share the same audiences, you and work on content together.

[00:26:29] Also. Create lead generators. You can use the information that you have found through power personas to understand what lead generators would work best for them. You can get a white paper, an ebook. And get information that way you can do a partner webinar and get their email information that way. But you definitely want to prioritize, gathering a list, gathering email addresses because it makes it so much [00:27:00] easier to.

[00:27:01] Nurture that relationship build trust and start selling. Ask your current, your partners about their content strategy. They aren't competitors. They don't mind sharing.

[00:27:13] And then look at your CRM. Where are your leads coming from? That will give you a great idea of what channels really matter. Are they coming from referrals? Are they coming from LinkedIn? Are they coming from Pinterest? Look at your CRM. It will give you a lot of great information.

[00:27:32] By the end of this exercise, you'll want to know who is your ideal customer? Where they spend their time online, how to reach them. What lead generator would appeal to them? What they care about and what are their pain points? Oh, one more. How they make buying decisions?

[00:27:52] Yeah. When you know exactly who you should sell to content marketing and selling gets much easier. Your [00:28:00] customer feels like you

are talking directly to them. Now once you have your ideal customer avatar and built trust with them, don't let them down. Do what you say? You're going to do and do it on time. Now. Get to it.