Discover Your Avatar

Answer the following questions to uncover your ideal customer and/or partner Avatar. It's OK if you don't have an answer for every question just yet. Do as best you can and enjoy the process!

DEMOGRAPHICS

Get an idea of where you might meet your Avatar.

Where can you physically find your customers? (i.e. big cities like LA, London, Chicago, suburbs or rural areas. Be specific!)

What age range do you connect with the most? (i.e. Millennials, Baby Boomers or 22-32 and 52-60. Look at the age range you would like to work. Where do you feel you have the most influence?)

What is the relationship status of the people you typically connect with? (i.e. in a committed relationship, married, divorced, married with children.)

What education level do they have? (i.e. high school diploma, undergraduate degree, some college education. This may not apply to your audience.)

What do they do for work? (i.e. entrepreneur, homemaker, teacher, office worker, law enforcement, etc.)

What is their income level? (i.e. $35,000-45,000, $100,000-$125,000. Narrow down the other demographics to give you a better idea of your Avatar's income level.)

What type of home to they have? (i.e. rental, apartment, home, etc. This may not apply to your audience.)

PSYCHOGRAPHICS/INTERESTS

Hand in hand with your demographic data is your psychographic or interests of your Avatar. This isn't the "data" but the personality of your avatar.

If you feel stumped, ask yourself "my ideal customer would_____but no one else would." For example:

- *My ideal customer would read [BOOK], but no one else would.*
- *My ideal customer would subscribe to [MAGAZINE], but no one else would.*
- *My ideal customer would attend [CONFERENCE], but no one else would.*

What entertainment do they enjoy? (i.e. concerts, TV shows, movies, books)

What is their fitness/wellness interest level? (i.e. very active, into clean eating, wants to improve but doesn't have the motivation, low energy levels, doesn't sleep, etc.)

What food and drink do they enjoy? (i.e. wine after a long day, junk food diet, avocado toast, meat 'n potatoes, etc.)

What hobbies or activities do they have? (i.e. hiking, fitness, socializing, cooking, DIY home projects, canning, etc.)

What sports are they interested in? (i.e. Knicks fan, tennis league. This may not apply to your audience.)

What charities do they support? (i.e. Captivating, Salvation Army, etc.)

What do they do online? (i.e. shop, scroll Instagram, read the New York Times, etc.)

How do they manage their finances? (i.e. apps, spreadsheets, live paycheck to pay-check, big saver etc. This may not apply to your audience.)

What is their preferred way to pay for things? (i.e. cash, credit, PayPal, debit, etc.)

What do they typically purchase online? (i.e. home goods, food, gifts, clothes, health items etc.)

Anything else that your specific audience is interested in?

CONCERNS + ISSUES

Lastly, you want to figure out the issues or concerns they may have. In this section we'll use a wellness product as an example.

What are people's top concerns with your product?
EXAMPLE: It won't be able to fulfill all their health needs and will ultimately be a waste of money.

What has happened to them in the past that led them here?
EXAMPLE: They have bought other things before that they didn't end up using because they didn't know how.

What about your product matters most to those you connect with?
EXAMPLE: That there's support, it's easy to use, and that there's someone checking up on their progress.

What overall problem does it solve for them?
EXAMPLE: It gives them the energy and stamina they're looking for. Losing weight, and sleeping better would be a bonus!

What individual problem does it solve for them?
EXAMPLE: It makes them feel good about themselves and helps get them out of the cycle of self-pity.

SUMMARIZE

You have all the details, now you need to summarize it to create your Avatar. You are creating a person who will represent your entire target audience and who you can focus your marketing on.

Give this person a name, create a whole life out of the information you've listed in this worksheet.

You may have more than one Avatar, that's okay! Create an Avatar summary for each of the people you're going to connect with.

EXAMPLE: My avatar is 32. Her name is Sara, and she is a stay-at-home mom of two littles. She was a working professional before having kids, and loved working outside of the home. She's smart, capable and hard-working. After having kids, it didn't make sense financially for her to work and pay for childcare so she made the decision to stay home.

Most days, she loves her life as a mom but something is missing. She misses contributing financially to the family and wants to take some stress and pressure off her husband. She misses their carefree days of their younger years. She could see herself working from home and having the time and financial freedom that she knows she's capable of building – she just needs the right opportunity that aligns with her needs, her skills and passions.

On the next page, create your specific avatar and remember to use the Avatar Template in Canva to take this story and transform it into a two-page Avatar Profile that helps you refine your messaging.

MY AVATAR