



CUSTOMER AVATAR WORKSHEET

To market your product or service successfully, you need to truly understand your ideal customer. You must know your prospect better than they know themselves. It is imperative that you have a firm grasp on your prospects, pain points, challenges, values, goals and more! This worksheet will help you craft the perfect marketing message that truly resonates with your customers.



DEMOGRAPHICS

First, you will clearly define your target market or segment by getting this preliminary information.

Age:	<input type="text"/>	Industry:	<input type="text"/>
Gender:	<input type="text"/>	Job Title:	<input type="text"/>
Marital Status:	<input type="text"/>	Annual Income:	<input type="text"/>
Parental Status:	<input type="text"/>	Education:	<input type="text"/>
Age of Children:	<input type="text"/>	Quote:	<input type="text"/>
Location:	<input type="text"/>	Other:	<input type="text"/>



GOALS & VALUES

Second, you will note the goals and values that are relevant to your ideal customer, in relation to your products or services.

Here are some questions to consider:

- What are their hopes and dreams?
- What motivates or drives them?
- What are their values
- What are their short and long term goals?
- What social status are they looking for?
- What does a day in their life look like?



PAIN POINTS

Third, you will find out what is truly frustrating your prospect and keeping them up at night. You want to find where their pain resides and irritate the pain, so the prospect pays attention.

Here are some questions to consider:

- What do they need help with?
- Have they been burned before?
- What are their challenges?
- What do they fear?
- What do they wish to eliminate?
- What do they desire?



INTERESTS

In this section you will determine where they spend their time. This will help you figure out the best places to advertise, as well as help you to utilize the best targeting options. You want to get very specific with your info.

Here are some questions to consider:

- What books and magazines do they read?
- What TV shows do they watch?
- What podcasts or radio stations do they listen to?
- What events do they attend?
- Which celebrities, gurus or influencers do they follow?
- What social media channels do they use?
- What social media accounts or groups do they follow?
- What blogs do they read?
- What websites do they visit regularly?
- What do they typically buy?



OBJECTIONS

In this section, you want to address why a prospect may not buy your product or service. You want to address these objections in your marketing and solutions.

Here are some questions to consider:

- What are false beliefs preventing them from buying?
- What are real beliefs preventing them from buying?
- What is their role in the purchasing process?
- What are the most common objections to buying?
- What solutions do you have for their objections?



ADDITIONAL QUESTIONS

What is the preferred form of communication for your prospect. Phone, email, WhatsApp, social media, etc.?

What phrases, industry jargon or vernacular do they use?



TOOLS

[Google.com](https://www.google.com)

Use Google's auto suggest feature to see results related to the first few words you type in the search bar.

[AnswerThePublic.com](https://www.answerthepublic.com)

This website allows you to find related search terms to a keyword or phrase. Often it will give you hundress of results that will give you insight into your ideal customer.

CLICK HERE TO ACCESS THIS TEMPLATE IN A GOOGLE DOC & MAKE A COPY.