

Building your Customer Avatar

Creating a clear picture of your ideal customer is the foundation for connecting with them in a meaningful way. Use the following prompts to craft a detailed avatar that aligns with your business goals:

Demographics - What is their Age Range, Gender, do they have kids?

Work and Occupation - What is their current job or career? Do they enjoy what they do?

Day-to-Day Stressors - What keeps them up at night?

Financial Snapshot - How much do they earn each month?
How do they feel about their financial situation?

Morning Thoughts - What is the first thing on their mind
when they wake up?

Leisure and Aspirations - What do they do for fun? Or, what
do they wish they had more time to do?

Fears and Challenges - What is their biggest fear or
challenge in life?

Goals and Ambitions - What are their top three goals for the next year? How are they working towards them?

Desire for Change - Are they looking for change in their life? If so, what kind? If not, why?

Self-Perception - How do they want to be seen by others? What image are they trying to project?

Feelings About the Future - Are they optimistic, uncertain, or worried about what lies ahead?

Notes on your Customer Avatar