

DISCOVER YOUR CUSTOMER AVATAR



CUSTOMER AVATAR WORKSHEET

CUSTOMER DEMOGRAPHICS

AGE:

SEX:

EDUCATION LEVEL:

INCOME LEVEL:

MARTIAL STATUS:

OCCUPATION:

RELIGION:

FAMILY SIZE:

CUSTOMER AVATAR WORKSHEET

CUSTOMER PSYCHOGRAPHICS

VALUES:

ATTITUDES:

INTERESTS:

LIFESTYLE:

CUSTOMER AVATAR WORKSHEET

CUSTOMER PSYCHOGRAPHICS

GIVE YOUR AVATAR A NAME

YOU MAY HAVE MULTIPLE NAMES AND WILL
TARGET EACH AVATAR DIFFERENTLY

NAME:

CUSTOMERS PICTURE

CUSTOMER AVATAR WORKSHEET

CUSTOMER PSYCHOGRAPHICS

WRITE A STORY ABOUT YOUR CUSTOMER AVATAR.

IMAGINE YOU ARE YOUR AVATAR AND YOU'RE DISCOVERING YOUR PRODUCT/SERVICE.

WHAT ARE YOU THINKING BEFORE YOU BOUGHT THE PRODUCT OR SERVICE?

HOW WERE THEY FEELING?

WHY WERE THEY FEELING THAT WAY?

WHAT WERE THEY LOOKING FOR?

WHAT WERE THEY HOPING TO SOLVE OR ACCOMPLISH?

HOW DID THEY FIND YOU?

DID YOU SATISFY A PAIN POINT IN THEIR LIFE?

CUSTOMER AVATAR WORKSHEET

CUSTOMER PSYCHOGRAPHICS

WRITE CUSTOMER AVATAR STORY

**THIS WILL BE HELPFUL WHEN SEGMENTING YOUR AVATARS AND INDICATE HOW TO REACH THEM.