Finding Your
Customer
Avatar

Possibly, the most important and useful document for attracting customers to your Eastbourne business in 2022.

Imagine having a huge increase in more of your ideal customers – the ones that love what you do, pay you on time, and talk about the great work you do for others...

...and at the same time, getting a huge decline in the type of customers that you didn't want.

Well, that's exactly why we've created this worksheet.

It has been designed to identify your ideal customer, push their pain points, & activate their biggest buying buttons.

It will...

- Tailor the perfect message to your ideal customer's secret pains, biggest objections, and deepest desires.

- Reveal the characteristics that determine why your customer will buy (or why they aren't)...

- Craft compelling copy for your website, emails, flyers and paid ads quickly & easily

- Discover where your ideal customer "lives" online so you can easily reach them

- Drive all of your advertising decisions without any hesitation because you know exactly what to say & where

So let's get stuck in and look at who your perfect customer is...
...and what they'd be like.

Customer Avatar Exercise

What is a Customer Avatar?

A customer avatar is a profile that represents your ideal prospect.
When complete, you will know who your customer avatar is and it will help you understand the motivating beliefs, fears and secret desires that influence your customer's buying decisions.

Your customer avatar will help you fine tune your marketing efforts and help you understand why some products sell better than others. It also helps expose important gaps or conflicts in your marketing messages of which you may be unaware. This one exercise can lead to a dramatic transformation in your business.

If you sell to businesses, include what industry your customers are in, how many employees they have, how much annual revenue they generate, etc. If you sell to consumers or end users, include relevant demographic information such as age, education, household income and family status.

Answer each question so that your customer avatar is as real to you as a living human being.

1) Think about your ideal customer

Name: **Age:**

Married: **Children:**

Lives where:

School Attended:

Job Title:

Profession:

Household Income: £

Hair color: yes: **Weight:**

For B2B customers

Industry:

Sells to:

Annual Revenue:

No. of Employees:

Located at:

Years in Business:

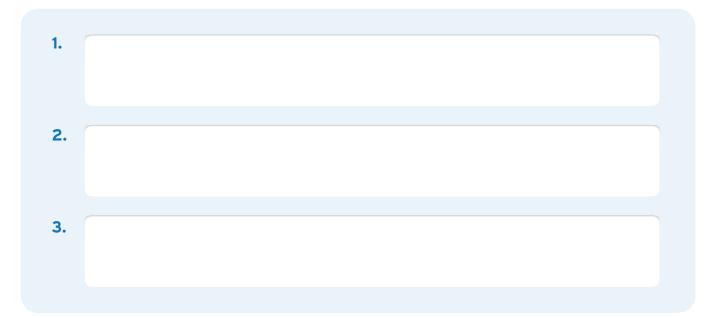## 2. Now, flesh out the personal details.
This will help you better understand your prospects and customers and dramatically improve your marketing efforts:

Number of years in current position:

Current salary:

How many jobs held during course of career:

Political views:

Religious views:

Personal interests:

Hobbies:

3. Go deeper.
Think about a typical day in the life of your ideal customer prospect.

Favorite brands:

Favorite Websites:

Source for breaking news:

Source for industry or business news:

Uses Twitter   **Facebook:**   **LinkedIn:**

Other:

Personal goals:

Business goals:

Family goals:

4. List at least 3 problems your ideal customer is having that makes them an ideal customer for your business.

1.

2.

3.

5. What is the worst thing that could possibly happen to your ideal customer if their problem isn't eventually solved?

How would this make your customer feel?

How might their boss react?

What would their friends think?

What could happen to their career or personal lifestyle?

What could be the financial consequences?

What could be the professional consequences?

What could be the personal consequences?

What is your customer secretly afraid of?

6. What is the best thing that could possibly happen to your ideal customer if their problem is solved?

What would their "perfect solution" look like?

What is it that they really want, more than anything else?

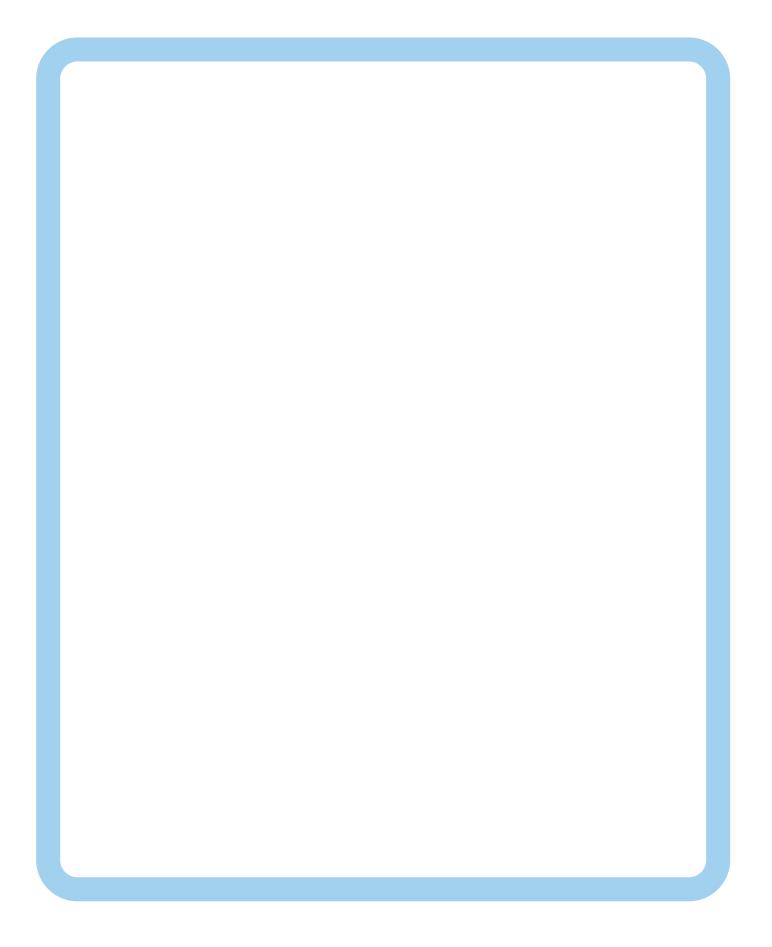**What would they be willing to pay almost anything for?**

How can your product or service match up to your customer's real needs and desires? How can your business help solve your customer's problems? What is it that you are trying to provide your customers?

7. Now, create a short story about your customer avatar.

Include details about their life and professional background. Explain what impact a problem is having. How is this problem making your customer feel? What types of frustrations does your customer keep having? What does your customer need more than anything? How can your business best provide the product or service that's needed most? Write down your story here. Make as many copies of this page as necessary, or use additional sheets of paper

Review your customer avatars on a regular basis to make sure that your marketing efforts are directed to their needs and desires.

Additional Notes

You should now have a really clear picture of what your perfect customer is like.

Looking at everything you have put down, you should now be able to see how much easier it will be to create messages and marketing copy that will excite and generate interest with more of your ideal customers.

Not only that, you should have a better idea of the methods you should use to get those messages in front of them.

Here at thebestof Eastbourne we really want 2022 to be your best year yet.

So if you need any further help with anything you have seen in this worksheet, or how best to utilise your new-found clarity, just give us a call or drop us an email and we'll talk it through.

Speak soon

David Ruddle

Owner - thebestof Eastbourne

T: 01323 406060
E: eastbourne@thebestof.co.uk

thebestofeastbourne

T: 01323 406060 **E:** eastbourne@thebestof.co.uk