

Your Customer Avatars

Your customer avatars are specific people (or characters) that you could work with/sell your offerings to. We cannot sell something to ANYBODY, so the more specifics we can understand about our audience the better. Use the questions below to identify three different 'avatars' that you could sell to. Then identify as many of the demographics about them as you can - the more specific the better!

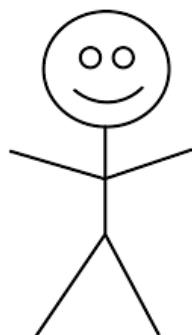
Prompts to help choose

1. Who has paid you for something in the past?
2. Who has shown interest in your professional offerings/skills?
3. Who do you think NEEDs what you have to offer (i.e. has shown a problem/need you can help with).
4. Who have you helped in the past using your skills (and this could be unpaid)
5. Who do you WANT to help?
6. Who would you LOVE to work with/help?

Demographics to identify

1. Name (make up one/use someone you know)
2. Age
3. Gender
4. Location (i.e. country/city/suburb)
5. Income level (e.g. 'approx 50k')
6. Employment status
7. Do they have children?
8. Single, partner, married?
9. What do they care about
10. What sort of job/industry do they work in?
11. Hobbies/sports?
12. How do they spend their spare time?
13. What problems do they have that you may help with?
14. How many other people are similar to this person? In Auckland? In NZ? In the World?

Avatar Worksheet #1



Avatar Worksheet #2



Avatar Worksheet #3

