

Social Media Marketing Blueprint

Customer Avatar Worksheet

Part 1: General Information

This first section allows you to analyze your current customers and help you understand what are the common traits that your ideal customers have. These questions are more general in nature, whereas in the next section you will get more specific and drill down to more personal traits.

The answers to these questions should typically apply to anyone who might be a prospect for your solutions regardless of age, sex, marital status etc.

What are their biggest sources of pain?

What are their biggest fears?

What common challenges do they face?

What are their greatest desires? (What do they want most?)

What information are they already consuming? (books, magazines, groups, websites etc.)

What products and services are they already buying?

What specific solution do you think will make their life easier or better?

Part 2: Let's Get Personal

In this section we're getting personal we want to know who specifically is going to buy your product or service. In the previous section your goal was to identify the most common problems, fears, pains and challenges of your ideal customer.

What is the average age of your ideal customer?

What sex is the majority of your customer base?

What kind of career do they have?

What is the average income range of your ideal customer?

What is their marital status?

Do they have any children? How many?

What are their hobbies?

What is their political affiliation?

What other interests do they have?

Part 3: Meet Your Avatar

Now it's time to create a name, face and a quick bio that will tell the story of who your avatar is. You should even consider having a picture made or using a photo of someone who represents your ideal customers.

This process will allow you and your marketing team to stay on message, to ensure your company decisions, solutions and ability to present those solutions are completely relevant to your ideal customer. (Message to Market)

EXAMPLE:

Aleisha is a 36 year old wife and mother of two. Ages 7 and 3 and they are expecting their third child. Originally from the Caribbean, she moved to the US to study engineering and sponsored by the company she now works for. She met her husband, who was also from the Caribbean at college.

They've been married 9 years. Her husband currently owns his own struggling business an online film distribution company.

She feels pressured as the only income earner in the family with a steady pay check. Both she and her husband are paying off student loans, and they recently bought a house after renting for the first 5 years of their marriage.

Household repairs, and unexpected expenses are her biggest fear as their house is very old. Her parents who also migrated a few years ago are also getting down in age and they are becoming more and more dependent on her and her husband to help out both in time and financial resources.

Before their second child was born Aleisha used to volunteer quite a bit with Birthright – an organization that supports women in crisis pregnancy situations. She also gives of her time at her alma mater helping young women decide on a career in the technical fields.

She wants to be able to have the ability to choose where her children go to school – mainly a Catholic Private school so that they will be brought up with the same values as she did.

Her job does not allow her the flexibility she will like to participate in her girls' activities and she struggles getting them to their extracurricular activities on time because she can't leave work. She's recently been told of the many hours she's had to take off because of her kids and that her manager gave her a warning about this.

Her biggest fear is that she loses her job or worse her husband falls ill and dies leaving her to manage the household on her own.

She loves going to a good theatre production but hasn't had the time to do that in years because of work and family demands.
