THE CUSTOMER

AVATAR WORKSHEET

This exercise will impact virtually every aspect of your marketing and sales process including...

Content Marketing – What blog posts, videos, podcasts, Lead Magnets, etc. should you create to attract and convert your avatar?

Paid Traffic – Which ad platforms should you buy traffic from and what targeting options should you use?

Product Creation – What solutions is your avatar searching for?

Copywriting – How should you describe offers in your email marketing, ads and sales letters in a way that compels your avatar to buy?

Email Marketing – Which avatar should receive a specific email marketing campaign?

WHAT TO INCLUDE

There are 5 major components to the customer avatar. In some cases, you'll need to survey or have conversations with existing customers to accurately flesh out your customer avatar.

In other cases, you'll be intimately familiar with the characteristics of your ideal customer.

In the meantime, you'll begin getting benefit from an avatar built from the assumptions you've made.

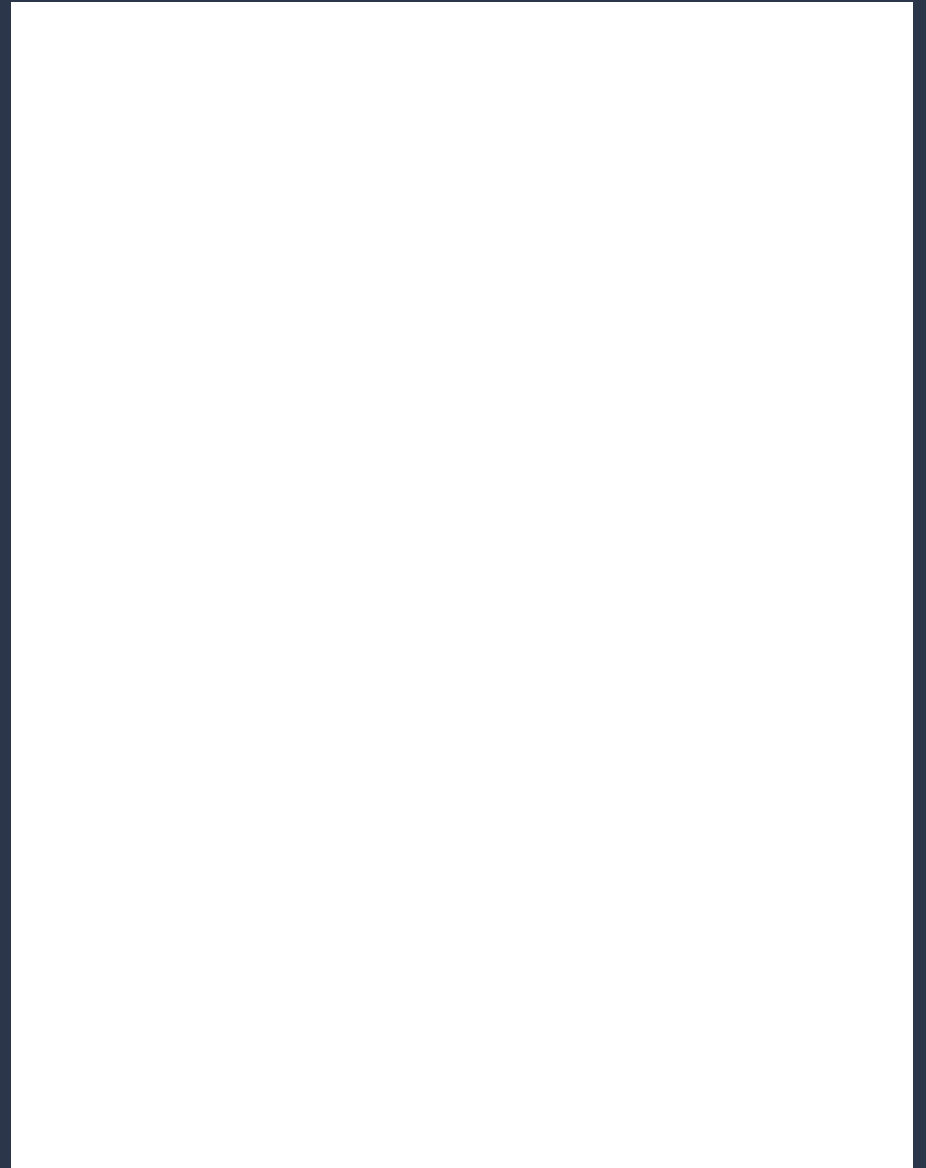Let's look at each section of the Customer Avatar Worksheet!

1
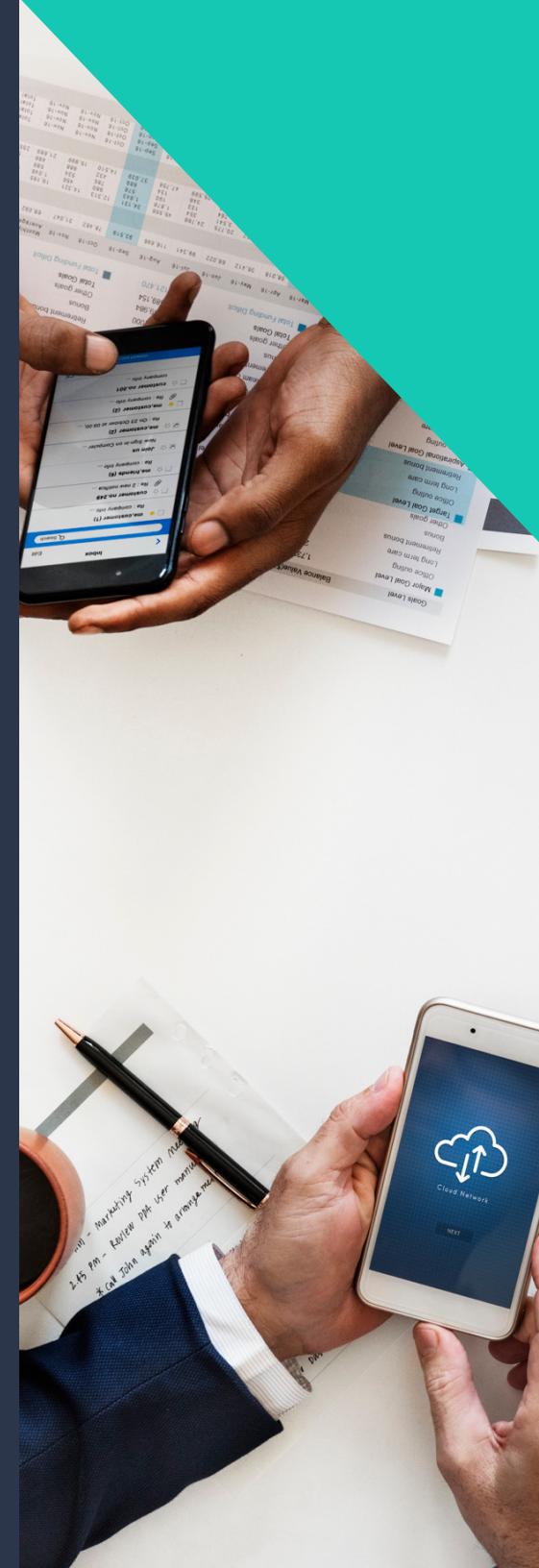
GOALS AND VALUES

We begin with the goals and values of your ideal customer.

Make note of the goals and values that are relevant to the products and services you offer. You'll use this information to drive product creation, copywriting, content marketing and email marketing.

GOALS

VALUES

2

SOURCES OF INFORMATION

You will determine the best places to advertise and the targeting options you'll use to reach your avatar by listing their sources of information.

- You want to find niche specific sources, try questions such as:

- My ideal customer would read [BOOK] but no one else would.

- My ideal customer would subscribe to [MAGAZINE] but no one else would.

You'll use this information to drive product creation, copywriting, content marketing and email marketing.

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

3

DEMOGRAPHIC INFORMATION

Applying demographic information will bring your customer avatar to life. While the usual demographics are critical, the exercise of filling in the 'Quote' field can be particularly helpful to "get inside the head" of your ideal customer.

The demographics are another useful part of the Customer Avatar when choosing targeting options in ad platforms like Facebook.

And, **when writing content, email or sales copy it can** be beneficial to simply write as though your avatar were sitting across the table from you.

Demographic information like age, gender and location will give your persona a look and feel.

DEMOGRAPHIC INFORMATION

Name:

Age:

Gender:

Marital Status:

#/Age of Children:

Locaiton:

Occupation:

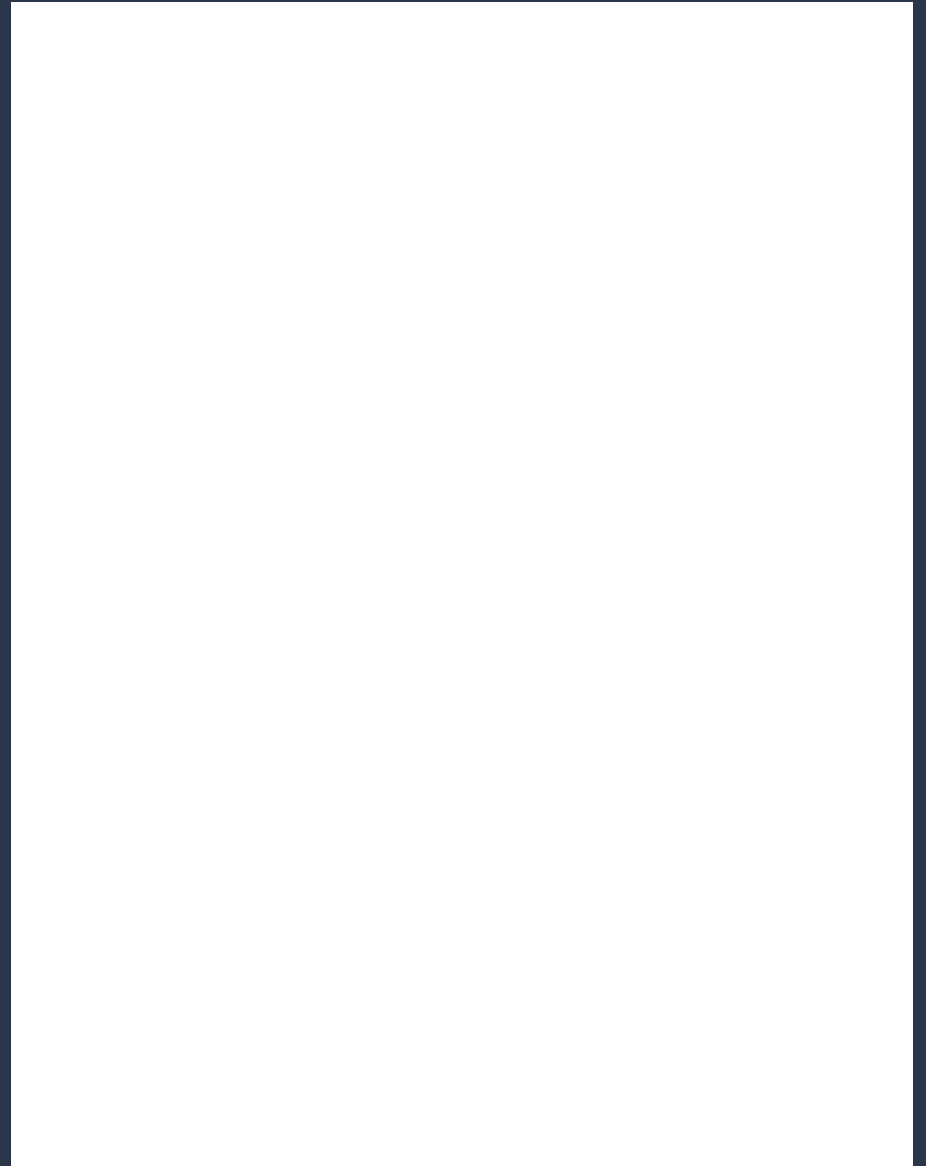Job Title:

Annual Income:

Level Of Education:

Quote:

4

CHALLENGES & PAIN POINTS

This section will drive new product/service development as well as the copywriting and ad creative you'll use to compel your ideal customer to action.

CHALLENGES

# PAIN POINTS

5

OBJECTIONS AND ROLE IN PURCHASE PROCESS

Why would your customer avatar choose NOT to buy your product or service? These are called "objections" and they must be addressed in your marketing.

You must also determine your avatar's role in the purchasing process. Are they the primary decision maker? Are they a decision influencer?

Understanding your ideal customers decision making process is paramount to the success of your marketing and sales campaigns.

OBJECTIONS

ROLES
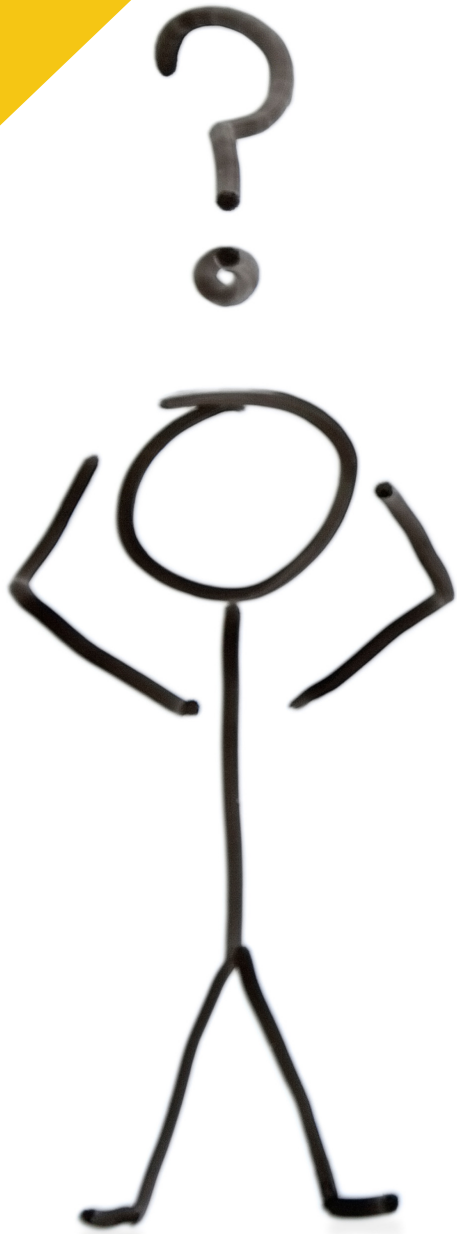
NOW WHAT

Now that you know what you need to create your customer avatar, go create it and use it! But going through this exercise and filling out the worksheet will only get you so far. Effectively using your Customer Avatar Worksheet requires other skills—from copywriting to
paid traffic.

You need systems and checklists to...
• Produce content that engages your customer avatar
• Write compelling copy that gets the user to convert
• Make a retargeting campaign so you can continue
to nurture your lead through the Customer Value Journey

...not to mention, you need a compelling offer in the first place for your landing page to be effective. That's where The Social Lab comes in! We offer foundational digital marketing consulting that will help you build an automated sales machine.

FREE DISCOVERY CALL

The Social Lab consulting will guide you with the tools and skills grow your business. So, if you're looking to kick it up a notch and grow your business, we want to offer you a FREE Discover Call to assess if your business needs would be a good match for our consulting services.

SCHEDULE NOW!