# Customer Avatar

# 5X Customer Avatar

The success of every business depends on how well they understand their customers. This is an important step that most businesses skip and hence they fail. Most businesses sell what want as opposed to selling what customers want. They market ideas they like as opposed to what appeals to their customers.

- If you have a good understanding of your customers you will know:

- Exactly what to create that your customers want

- How to position your current product so it is appealing to your customers

- You will know exactly what to say and influence your customers into buying from you.

- You will know the social media platforms and physical stores where you will find your customers so you can target them and sell to them.

- And much more.

Bottom line if you spend some time building your customer avatar, knowing who they are, what their life looks like, their pain and pleasure points then you will be able to effectively target them and turn them into your loyal customers. This will become more clear as you build their avatar. Our goal is to have an in-depth understanding of our potential buyers like this example:

## Meet Eva The College Student:

Eva is 19 years old. She is a full-time student who also works part-time. She is very busy with school and work and does not have much time to do anything else. She is an independent woman who lives with two room-mates. She likes to spend her time with a few close friends possible.

Eva has a Facebook and Instagram account but she does not update it as often as she would like to. She would like to be a popular girl on Instagram but she is not sure how to go about it because she does not have the time and money to build a strong portfolio.

Since she is a college student she does not have a lot of money and time to go to expensive salons and get a good hair cut or hair treatment. She is dating on and off since her focus right now is solely to finish schooling.

From this example, I know exactly how to influence Eva. Eva is a general profile for most girls in college. They are busy, want to have fun, get attention and have limited resources. With this information, I can create very specific ad campaigns for Eva and other girls like her.

For example, I can create how using my beauty products have helped girls get more attention and more followers on Instagram. Since my target audience is young girls, I need to brand my product and create a youthful logo.

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If you look up T-Mobile their majority customers are women and that is why they use Magenta in their marketing.

I can design my ads showing a college girl sitting with her friends and looking prettiest among them all or getting attention from guys over her friends. I can create ads mentioning how to get a salon look without going to a salon or without spending $200 on the salon. I can also get success stories or testimonies from girls her age.

So you see I can create a campaign that specifically targets college girls and influence them into becoming a customer. Building customer avatar gave me all I needed to know to build a strong marketing and advertising campaign.

With that answer the following questions and build a strong customer avatar for your business.

# 5X Customer Avatar

# Avatar Demographics

| | |
|---|---|
| Location | |
| Age | |
| Generation | |
| Relationship Status | |
| Education | |
| Work | |
| Income | |
| Residency (Owned/Rent) | |
| Family Size | |
| Other | |

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# Avatar Interests +Life-style

| Business/Industry (Finance, Medicine, Marketing) | |
|---|---|
| Entertainment (Games, Movies, TV, Music, Drinking Etc.) | |
| Fitness And Health | |
| Food And Drinks | |
| Hobbies And Activities (Travel, Politics, etc.) | |
| Social Media (Facebook, Instagram, etc.) | |
| Celebrities Including Social Media Celebrities Like Tony Robbins etc. | |
| Where And Who Do They Live With  (Home, Dorms, Alone, Room Mate, etc.) | |

# Avatar Traits + Emotions

| | |
|---|---|
| Height | |
| Body Type | |
| Ethnicity | |
| Age | |
| What Do They Like About Themselves (That they are financially successful, drive a good car, and live in a nice neighborhood.) | |
| Insecurities (Wish made more money, were already married, were taller, etc.) | |
| Fashion (Average, fashionable, wear big brands, avoid brands, etc.) | |

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# Avatar Behaviors

| | |
|---|---|
| Real World Activities (Go to art events, donate to charities, take long walk, dine in expensive places or prefer street food, etc.) | |
| Digital Activities (Read news online, are moderators for forums, have their own facebook group, have online business, etc.) | |
| Financial Activities (Have Mortgage, Life Insurance, Credit Card Debt, etc.) | |
| Spending Habits (Big Spender, Spend More That They Earn, Use Credit Card For Payments, Pay Cash, etc.) | |
| What Kind Of Products Do They Usually Buy (Kids products, clothes, home goods, etc.) | |
| Travel Habits (Travel a lot, Don't like traveling, Like Cruise, Like Going Abroad, etc.) | |
| Other | |

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# 5X Customer Avatar

## Avatar Relation To Your Product

| | |
|---|---|
| Why did you create your product? (Ten reasons) | |
| What are the main benefits your prospect will get with your program? How does it solve a need, pain, or make them feel good? | |
| How does it better their life? | |
| What are your prospects 3 biggest buttons, things they are afraid to admit to their best friends and themselves? (Things that keep them up at night make list and choose the best) | |
| What are your prospect's fears around this area of their life? (List) | |
| What are your prospects biggest frustrations? (Day to day things that happen, frustrating things not fears so lighter) | |

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## Avatar Relation To Your Product

| | |
|---|---|
| What is your proof? Why should they listen to you? (List)<br><br>a. Why are you an expert or why is your product the right choice for them?<br><br>b. Why should they buy your product over someone else's?<br><br>c. Why should they buy it in the first place? | |
| Who is this program or product for? Who doesn't? (Make 2 lists to contrast) | |
| What tasty information can we GIVE AWAY to attract them? | |
| Why won't they buy? (What objections do they have? Make a good list) | |
| What is the DREAM? (Prospects ideal life around the part of their life that your product solves IRRATIONAL) | |
| What is the NIGHTMARE? (Worse thing that happens to the prospect if they don't buy) | |

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## Avatar Relation To Your Product

| | |
|---|---|
| What is the "final straw" that makes them pull the trigger and move forward with your product / service? | |
| Other | |

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