



Who is your IDEAL customer?

Why Do You Need This?

Knowing as much as you can about your ideal customer is a very important resource to reach more of your perfect clients. This is called a Customer Avatar.

Having a customer avatar helps with

- addressing your prospects' pain points in your marketing
- targeting audiences for advertising such as Facebook Advertising
- viewing your prospects as real people rather than statistical information
- speaking directly to your niche market so they feel more connected with you

It helps to give your avatar a name so you can imagine you are talking directly to this person.

If you don't know too much information about your customer avatar, do some research online or speak to someone who is your ideal client.

It's ok if you think you have more than one avatar in your business ... most do. But for this exercise, just choose one and flesh out this avatar. You can do more later.

If you have any questions, please don't hesitate to get in touch.

Best Regards,



Peter B Butler



Who is your IDEAL customer?

Basic Details:

Name:

Marital Status:

Age:

Number and Age of Children:

Gender:

Location:

Goals and Values:

Goals:

Values:

Challenges and Pain Points:

Challenges:

Pain Points:

Job Details:

Occupation:

Job Title:

Annual Income:

Level of Education:

Sources of Information:

Books They Read:

Magazines They Read:

Blogs/Websites They Visit:

Gurus They Follow:

Conferences They Attend: