



# How to Create the Ideal Customer Avatar

*(32 Easy & Essential Questions to Sell More Effectively)*

AvocadoToastMarketing.com

A customer avatar is a fictional character that represents your ideal prospect. When complete, it will help you understand the motivating beliefs, fears and secret desires that influence your customer's buying decisions. Your customer avatar will help you fine tune your marketing efforts and help you understand why some products sell better than others. It also helps expose important gaps or conflicts in your marketing messages of which you may be unaware.

## AVATAR NAME

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital Status: \_\_\_\_\_

#/Ages of Children: \_\_\_\_\_

Location: \_\_\_\_\_

Favorite Quote: \_\_\_\_\_

Occupation: \_\_\_\_\_

Job Title: \_\_\_\_\_

Level of Education: \_\_\_\_\_

Other: \_\_\_\_\_

## GOALS AND VALUES

Goals: \_\_\_\_\_

\_\_\_\_\_

Values: \_\_\_\_\_

\_\_\_\_\_

## CHALLENGES AND PAIN POINTS

Challenges: \_\_\_\_\_

\_\_\_\_\_

Pain Points: \_\_\_\_\_

\_\_\_\_\_

## SOURCES OF INFORMATION

Books: \_\_\_\_\_

Magazines: \_\_\_\_\_

Source of Breaking News: \_\_\_\_\_

Blogs/Websites: \_\_\_\_\_

Gurus they follow: \_\_\_\_\_

Influential brands: \_\_\_\_\_

## OBJECTIONS

Objections to the sale: \_\_\_\_\_

Their role in the Purchase Process: \_\_\_\_\_

## 'BEFORE' STATE

What Do they Have? \_\_\_\_\_

What Do they Feel? \_\_\_\_\_

What Do they Want? \_\_\_\_\_

Average Day: \_\_\_\_\_

\_\_\_\_\_

## 'AFTER' STATE:

What Do they Have Now? \_\_\_\_\_

What Do they Feel Now? \_\_\_\_\_

What Do they Want Now? \_\_\_\_\_

Average Day: \_\_\_\_\_

\_\_\_\_\_

**FILL OUT A NEW AVATAR WORKSHEET FOR EVERY DIFFERENT PAIN POINT/CHALLENGE YOU SPECIFICALLY ADDRESS.**

## WEB

[AvocadoToastMarketing.com](http://AvocadoToastMarketing.com)

## EMAIL

[cara@avocadotoastmarketing.com](mailto:cara@avocadotoastmarketing.com)

## SOCIAL

  [@avocadotoastmarketing](https://www.instagram.com/avocadotoastmarketing)



AvocadoToastMarketing.com

© 2018 AVOCADO TOAST MARKETING. ALL RIGHTS RESERVED.