**“CREATE YOUR CUSTOMER AVATOR” FUN SHEET**

While knowing your target market or audience is great, it can be making your marketing way to general.

To help you create amazing, personalized marketing that speaks directly to the clients you want, we want you to think of 1 person (ie your customer avatar) that you would be targeting your products and services to.

It’s about getting really personal! Clear your space, turn off your music and get into your imagination. What do they look like, smell like, talk like. Give them a name and turn yourself into this person in your mind. Start to fill out the sheet below as if you were them.

Chicks this an amazing exercise to help you:

* 1. Get really focused on speaking to the right customers to not waste $ or time
	2. Give you direction as to where to spend your $ or time on marketing
	3. Create marketing copy (ie facebook ads, blog posts, newsletters) that is specific and comes from a very connected place
	4. It will feel personal and authentic

Once you have your customer avatar, pull her/him out every time you write any piece of marketing to remind you who you are writing to and how your product, service and YOU can help her/him. It will make you put a more connected, authentic, personal voice into the world to organically sell your products & services!

Part 1: Start with your target market

To help you create your customer avatar, start by defining the target market that you want to work with ie age, gender, income, education, needs, wants, beliefs, behaviours. List everything you can think of

(If you already have clients, look at their profiles to see what it is you are attracting.)

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Part 2: Create your customer avatar

Using the target market that you want to work with as listed above; narrow it down to create 1 person aka your customer avatar. Remember this is an exercise of the imagination and really becoming this client (think like you are the ultimate actress taking on a role. You should be able to feel like you are this person)

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| --- | --- |
| Name |  |
| Age |  |
| Profession (include name of company where they work) |  |
| Education (include name of school) |  |
| Where do they live? (incl city, type of residence, rent or own) |  |
| Marital Status (if married, what is their name) |  |
| Physical appearance (ie detailed description) |  |
| How many kids? (if kids, names of children) |  |
| What tv’s shows, movies, books do they consume? |  |
| What stores do they grocery shop at? |  |
| What clothing stores do they shop at? |  |
| What do they aspire to do / be? |  |
| What is there secret dream or goal in life? |  |
| What is their biggest fear? |  |
| What keeps them awake at night? |  |
| What is their favorite activity? |  |
| What is their definition of happiness? |  |
| Are they in debt? If so how much? |  |
| What is their favorite topic to talk about? |  |
| What is their biggest regret in life? |  |
| How do they feel about themselves? |  |
| What do they google? |  |
| What social media channels are they on? |  |
| What are their favorite blogs and websites? |  |
| How do they shop? |  |
|  |  |

PART 3: Write out your customer avatar’s story as if you were them

Now you know all of their trait’s, step into your customer avatars shoes and write her story as if you were her.

Example from <http://shaebaxter.com/customer-avatar-attract-new-customers/>

You’re a dive company in Thailand and you want to market diving tours to western tourists. You’ve identified that your target market is best represented by a 35 to 43-year-old woman. So, to create your customer avatar, you have to think about her life, her family, her interests and what her fears are.

Let’s call her Lisa and here is her story:

*“I’ve had enough. I’ve been working 12 hour days, 6 days a week for the last 4 months. Work’s been crazy stupid since the merger. But I feel exhausted. I need a break. I have leave up my sleeve so really there’s no excuse.*

*I’ve had the idea of going to Thailand for a while now. Many of my friends have been there and while I’ve done loads of travel, Thailand is somewhere I’ve not been to yet. I haven’t really done much of Asia actually. I lived and worked in Europe for 8 years so most of my travel was there.*

*I love to travel but work hasn’t allowed me to do so in the last couple of years. It’s just been the odd weekend away with friends. I have varied travel tastes. I enjoy my comforts and love to visit wineries and art galleries but I also love to get my hands dirty and go camping. I can be pretty adventurous.*

*I definitely want to visit some of the islands in Thailand and spend some time relaxing on the beach. I don’t want to spend all my time sun-bathing though so I do want to do something adventurous. Diving would be a great way to explore some of the islands. I’ll be traveling on my own too so it would be great way to meet new people. It would be awesome to have a travel companion as opposed to traveling on my own but I’m not too bothered. Most of friends are busy working and besides I’m sure I will meet heaps of people in Thailand. I’ve been diving before in the Great Barrier Reef and loved it. I am definitely up for diving in Thailand.*

*My only concern is how safe the equipment and gear would be and if the divers are well-trained. It’s important for me to know how credible the dive company is in a country like Thailand because I’ve heard some dodgy stories of people diving in foreign countries. I guess the internet is a great place to do some research though.”*

Now it’s your turn, write your customer avatar’s story as if you are her/him:

Next time you go to write an email newsletter, social media post or any type of marketing copy, reference this story and write as if you are writing with them in mind (example when writing a promotional copy for the diving company, you know your customer avatars fear is safety. You may say “All of our diving instructors are 4 gold star certified & equipment is renewed yearly to ensure top rated safety”. This will help you reassure your clients that you are safe instead.

Or you know your customer avatar enjoys comfort and is a little cautious but has an adventurous side. You could write a sample travel itinerary to put on your blog or website for “A Diving Diva – A solo travellers guide to Thailand” and include what a single female traveller could do in Thailand to balance comfort & culture (ie massages, best beaches for sun bathing, where to shop, temples) and a spice it up with a little adventure (ie include your diving offerings, what fish they will sea, what is unique about her experience with this dive). You have just answered your customer avatars fears and wants by creating an awesome piece of marketing material that speaks directly to her, calms her and takes the guesswork out of her vacation so she just goes ahead and books…win win for you!

Personal and connected communications are the best so practice with your next enewsletter or marketing and see what happens!