

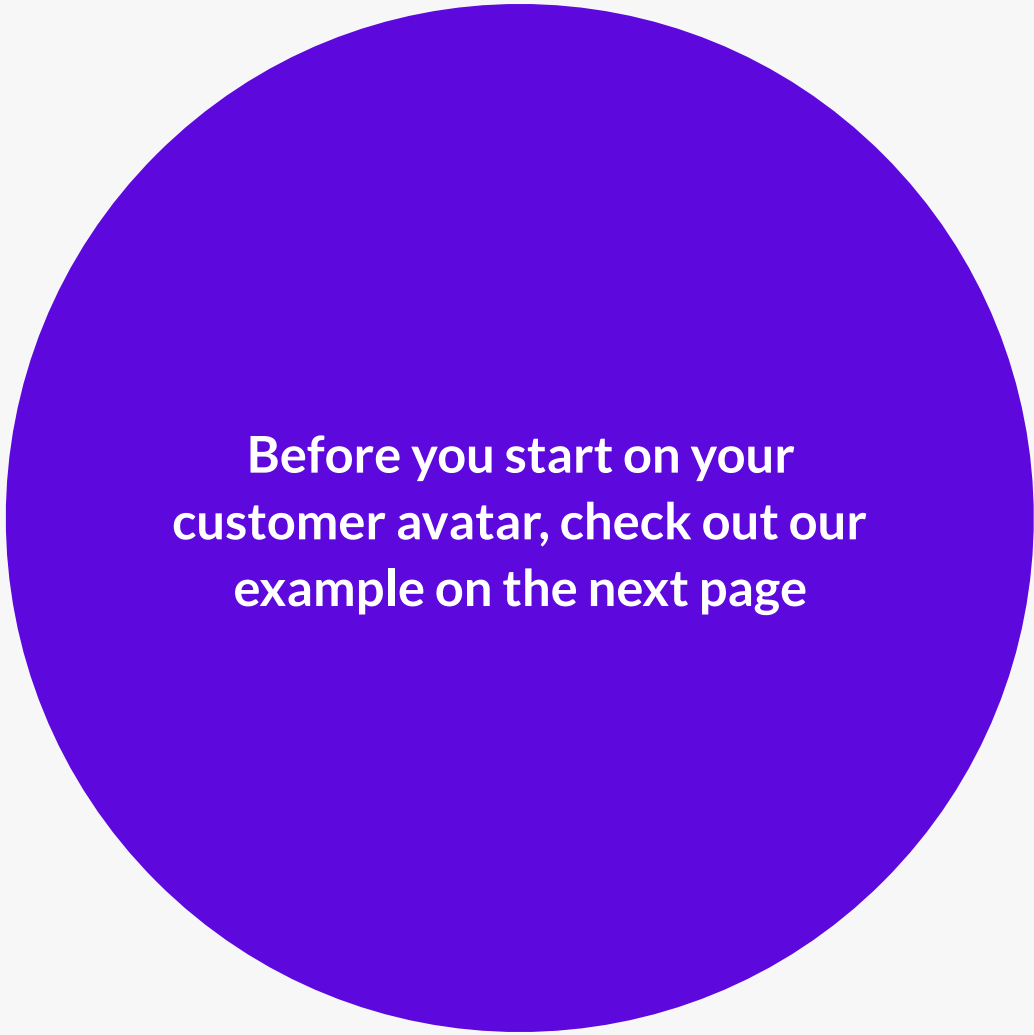
Customer Avatar

WORKSHEET





Before you start



**Before you start on your
customer avatar, check out our
example on the next page**

BRAND PERSONA & CUSTOMER AVATAR

FILL IN THE DETAILS, FILL THESE OUT WITH YOUR PERFECT CUSTOMER DETAILS NOT YOURS!

NAME: Jennifer
 AGE: 39
 CHILDREN? HOW MANY? 2 (5-11 yo)
 MARRIED?
 JOB TITLE: Business Coach
 LOCATION: UK

PERSONALITY TRAITS...

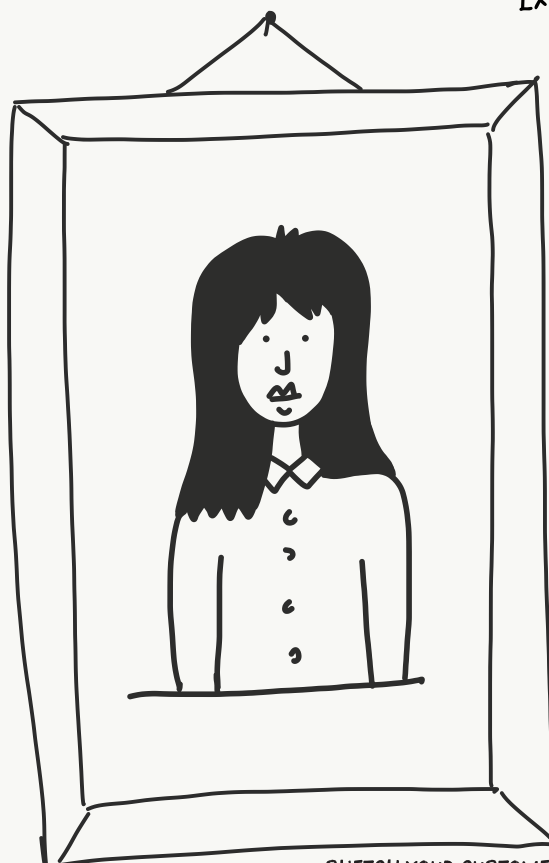
- Straight Talker
- Determined
- Focused
- Multi-tasker
- Ex corporate, used to high stress

GOALS & ASPIRATIONS...

- Wants freedom
- Life on my terms
- Money on my terms
- Passive income

CURRENT ISSUES...

- Not creative in business
- Too much working 1:1
- Always juggling: family, life kids.
- "Tech" is a big blocker
- Makes £2k a month but needs to scale



SKETCH YOUR CUSTOMER

INTERESTS & HOBBIES...

- Running (loves it)
- Gym Classes

ANYTHING ELSE?...

- Has a VA
- Works from home
- Not sure if her brand + website truly resonates with customers
- Hates Brexit
- Disillusioned with politics



PROBLEMS, CHALLENGES & PAIN POINTS

- Hates tech, doesn't have a clue how to make it all work together
- Got 'screwed' over in the past with her website
- Desperately wants to leverage tech & websites to automate her workflow
- Wants to create something truly scalable
- Wants some future proof built in

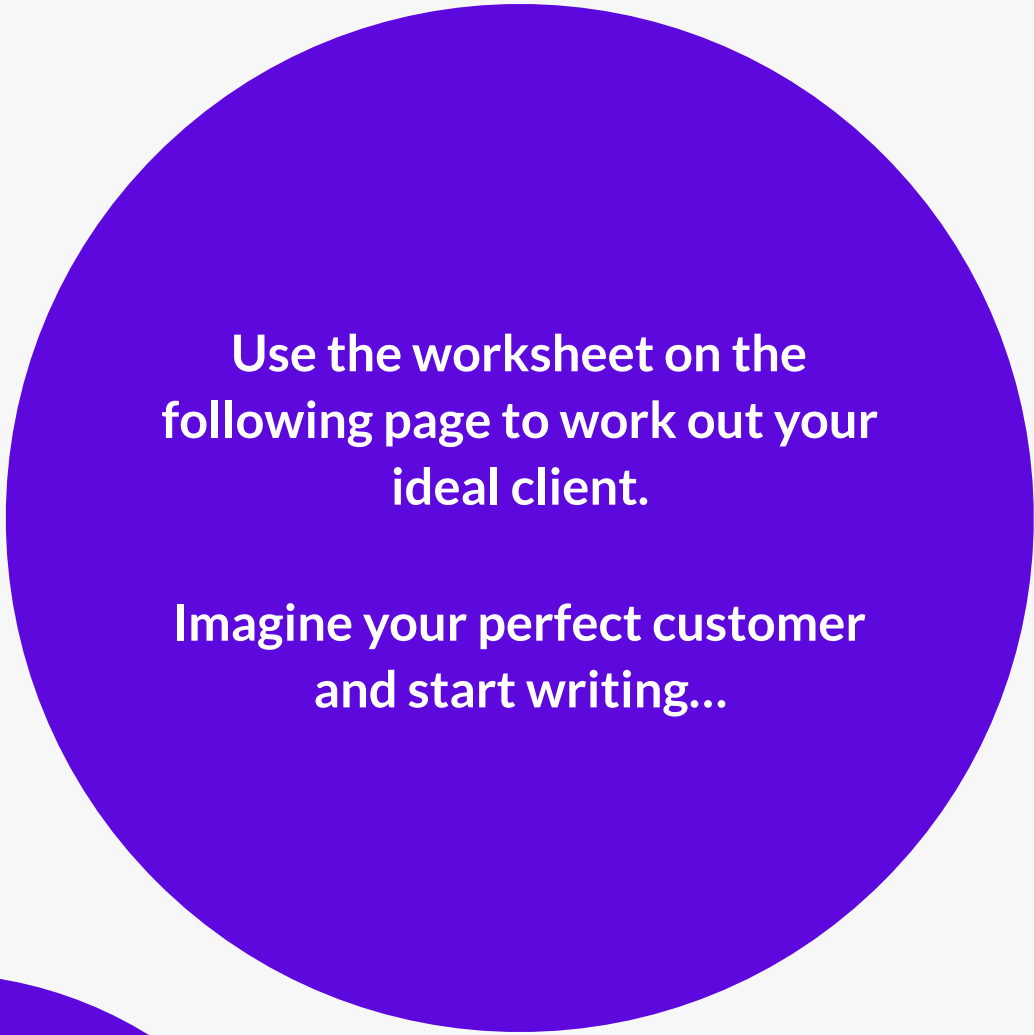


POSITIVES, WHAT IS WORKING RIGHT NOW

- Knows that if she finds the right person that the tech will all come together
- Has a great record in her 1:1 work
- Her customers love her & rave about her!
- She has freedom already (but would like more)
- She feels like she is achieving for herself rather than a faceless company now




Now... Get Creating



Use the worksheet on the following page to work out your ideal client.

Imagine your perfect customer and start writing...



...and draw a little sketch too, even a stick person will help bring everything to life!

BRAND PERSONA & CUSTOMER AVATAR

FILL IN THE DETAILS, FILL THESE OUT WITH YOUR PERFECT CUSTOMER DETAILS NOT YOURS!

NAME: _____

PERSONALITY TRAITS...

AGE: _____

CHILDREN? HOW MANY? _____

MARRIED?

JOB TITLE: _____

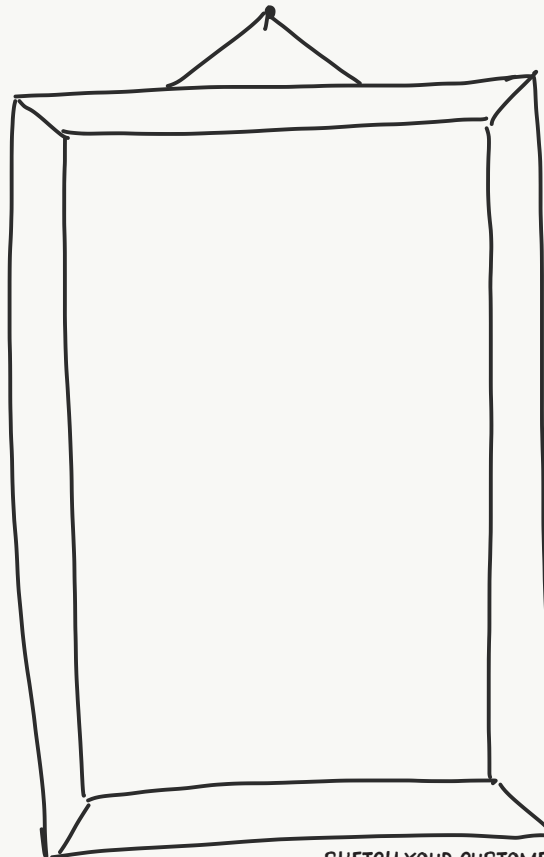
LOCATION: _____

GOALS & ASPIRATIONS...

INTERESTS & HOBBIES...

CURRENT ISSUES...

ANYTHING ELSE?...



SKETCH YOUR CUSTOMER



PROBLEMS, CHALLENGES & PAIN POINTS



POSITIVES, WHAT IS WORKING RIGHT NOW

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