

DEFINING YOUR **CUSTOMER AVATAR**





CUSTOMER AVATAR

Your customer avatar is a fictional representative of your ideal prospect or customer. When you complete this exercise, you will have a much better understanding of their needs and wants.

Knowing this will help you to fine tune your marketing and prospecting efforts. Please don't discard this exercise. It will help you to expose important gaps or conflicts in your marketing messages that you may not be aware of.

It will also give you a picture of who you are writing or talking to when creating your content.

You will also gain significant insights in your marketing on why your market responds favorably or unfavorably to your advertising or prospecting.

Completing this exercise can lead to a dramatic transformation in your business.



AVATAR DESCRIPTION

Name: _____ Age Range: _____ Married? _____

Children? _____ Gender: _____ Income: _____

Profession: _____ Education: _____ Hair Color: _____

Eye Color: _____ Height: _____ Weight: _____

| QUESTIONS: | ANSWERS: |
|---|----------|
| 1. What are their biggest fears and sources of pain? | |
| 2. What challenges do they face? | |
| 3. What's the worst thing that could happen if they can't solve their problems? | |
| 4. What are their dreams hopes and desires? | |

| QUESTIONS: | ANSWERS: |
|--|----------|
| 5. What's the best thing that could happen if their challenges and pain points are solved? | |
| 6. What solutions would solve their challenges and pain points? | |
| 7. What product or service can you offer to solve their problems? | |
| 8. What books do they read? | |
| 9. What websites do they visit? | |
| 10. What products or services are they willing to buy? | |
| 11. What are their interests or hobbies? | |

| QUESTIONS: | ANSWERS: |
|---|----------|
| 11. What words or phrases do they respond to? | |
| 12. How will you continue to help your Avatar as they evolve? | |
| 13. What products or services can you offer as your Avatar evolves? | |



DEFINING YOUR CUSTOMER AVATAR

Now that you've identified and answered the questions, it's time to create the story of your own perfect customer avatar. Be as clear and detailed as possible.

Include details about their life and professional background. Explain what impact their problem is having on them. How is this problem making your customer avatar feel? What types of frustrations does your customer keep having? What does your customer avatar need more than anything?

How can you best provide the product or service that s/he needs most? The next page is an example of our own customer avatar to give you some ideas and to help get you going.



EXAMPLE OF OUR CUSTOMER AVATAR.

Casey is a 45 year old Lab Technician and mother of two children. Casey and her husband, a UPS delivery driver, both work full time and have a hard time balancing their jobs and raising their kids.

Even though they bring in decent incomes, they spend a lot of money on things they really didn't need and had incurred a lot of debt over the years. Because of their poor financial habits, they are always living paycheck to paycheck, barely able to make ends meet.

Casey is so stressed and frustrated with their situation that she secretly cries at night hoping for things to change. Yet her drive is so strong that she knows just wishing and hoping for things to get better are not the solution.

One day her co-worker introduces her to a business opportunity he's currently involved with and Casey jumps at the chance and joins.

Casey is so pumped with excitement that she signs up her best friend and a few other people within a week. This is so easy she says to herself!

Then she thinks, "Hey, why don't I start promoting my opportunity on Facebook"! So Casey starts plastering her company products all over her page thinking her friends and family will start responding in droves.

At first her closest friends would "Like" and comment on her Facebook posts to be nice. Casey continues to do this over and over again and her friends eventually stop engaging with her posts. "What's going on?", she thinks, "my product is so wonderful, how can anyone not be interested"?



EXAMPLE OF OUR CUSTOMER AVATAR (cont.)

But then, more disappointment kicks in. The few people she sponsored so early on eventually quit on her.

In desperation, Casey contacts the co-worker that sponsored her for support.

Unfortunately he doesn't really know how to help her. He had just started not too long before her and is struggling himself because his upline quit the company. All he could tell her was to keep going and to go through her list of names again. She does this and continues to pitch her opportunity but no one seems to be open or responsive to her calls.

With no one to turn to, Casey takes matters into her own hands. She starts going online reading on forums and blog posts for tips and advice. Anything that could help her with her business.

She starts reading books. "Think and Grow Rich", "How to Win Friends and Influence People", "Rich Dad, Poor Dad", all the classics. Then she starts reading books on personal development and mindset.

At first 10-15 minutes here and there, whenever she finds some spare time.

Eventually, Casey disciplines herself to read at least 30 minutes every night before going to bed.

This is where the "maturing" phase in her business begins to take place. She stops pitching her opportunity to everybody she comes within 3 feet of.



EXAMPLE OF OUR CUSTOMER AVATAR (cont.)

Instead, she learns to keep her mouth closed and starts *listening* to her prospects. Trying to find what their struggles and needs are. She starts building genuine relationships with them and only introduces her opportunity if they have a real need for what she has to offer.

She realizes that what she's been doing on Facebook was not the right tactic and stops plastering her wall with company products. Instead, she starts engaging with her friends and family. Genuinely commenting on their posts without ever bringing up her opportunity.

Casey's prospecting and relationship skills have improved dramatically but realizes that holding home parties and meeting with prospects at Starbucks is just too time consuming.

She's always entertained the thought of building her business using the internet but when she searched for "how to's" there was so much information that it just seemed so daunting.

She knows she can learn all of this on her own through trial and error, but also knows doing it this way will take a lot of time.

And with her busy schedule of balancing work and family, she knows learning on her own is not an option. Casey feels the fastest and most efficient way to learn is to purchase online courses and/or find someone to teach her.



EXAMPLE OF OUR CUSTOMER AVATAR (cont.)

She knows this because as a teenager, Casey really wanted to learn to play the guitar. So she bought one and began teaching herself.

For two years she taught herself how to play using a book and managed to learn how to play chords and some songs. Throughout this time, Casey became frustrated because it felt like she wasn't getting anywhere with her progress.

She made the decision to find a guitar teacher and pay for lessons. Her teacher began by correcting the bad habits she had developed over her two years of self-study and created a step-by-step curriculum for her to follow.

She progressed more in 3 months with her teacher than she had over the last two years by herself.

Through this experience, Casey understood the concept of "Trading Time for Money". She also understood that she had to be coachable and to trust and listen to what her guitar instructor had to teach.

She is very open to purchasing online courses that will show her what to do, step-by-step so she doesn't have to take the long road of figuring things out on her own.

Ultimately what she really wants for her business is guidance, direction and a coach/mentor to guide her through the chaos of building her business using the internet. Just like with her guitar teacher.

AVATAR OVERVIEW PRINT OUT

The last page of this PDF is an overview of your perfect customer avatar that you can fill out, print and hang where you will see on a daily basis.

Visit <http://avatarmaker.com/> to create the face of your avatar. Download your creation and paste into your overview page.

This will serve as a reminder of who you are writing to in your blog posts, talking to in your videos and targeting for your marketing.

This will also serve as the person to look for as a perfect team member or customer for your Network Marketing business.



Congratulations on completing this exercise! You have done something that only 20% of business owners and marketers actually take the time to do. Be proud of this accomplishment!

To your massive success!

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Networking  *Artistry*
MY CUSTOM AVATAR



NAME

Age: _____

Married? _____

Children? _____

Gender: _____

Income: _____

Profession: _____

Education: _____

Hair Color: _____

Eye Color: _____

Height: _____

Weight: _____

Pain Points:

Solutions: