



CUSTOMER AVATAR QUESTIONNAIRE



What is Customer Avatar?

A “Customer Avatar” is a list of traits that your ideal clients portray. It’s their inner desires, hidden fears and all the things that keeps them awake at night.

Creating your “Customer Avatar” allows you to talk about your customer intelligently, and allows you to communicate with them in a way where they'll feel a deep connection with you and your message.

We all want to be understood. Your customers, too. It's important to remember that they're seeking solutions to problems for emotional reasons, and they have a need for you to understand these emotional reasons. If you can get inside their skin, when you start communicating with them it'll be mesmerizing... almost hypnotic. They'll be captivated.

You see most businesses market themselves incorrectly by trying to persuade their market by telling them what they need. Most people don’t know what they need; they only know what they want. For that reason people don’t buy because they need something; they buy because they want something. If you know what your “Customer Avatar” wants you can directly appeal to their wishes and emotions, and that makes your “Customer Avatar” the most valuable marketing tool for your business.



What is Customer Avatar?

The easiest way to speak to your “Customer Avatar” is to immerse yourself in the character of your “Customer Avatar”. Then you speak directly to your “Customer Avatar”, marketing to their wants and educating them on their needs.

A key point to remember here is that your “Customer Avatar” is **always an individual** not a group and must always be communicated to in the first person.

Your “Customer Avatar” is a representation of all the qualities - and only those qualities – that your potential customers have in common. Your customers have many different qualities, but all of them only have a handful of qualities IN COMMON. Speak ONLY to these qualities. As soon as you speak to a quality that almost all of them have in common, you lose much of your audience. (Shoot for speaking to qualities that at least 80% of your customers have in common).

The questions below will help you create your “Customer Avatar” and really understand your prospects biggest wants and hidden desires. Once you complete them you will know exactly how to market to your ideal client.

So now that you know that developing a “Customer Avatar” is the best way to communicate directly to your target customers and connect on an emotional level - Let’s start playing.



The Customer Avatar

Imagine your targeted audience:

- If you combined all of your customers into one customer, what would they be like?
- What are the commonalities of all your customers?
- Who are they? How old are they? Are they male or female?

List the commonalities:

- As you 'build out' your "Customer Avatar", continue to find the particular commonalities that make your customers uniquely similar.
- Include only those commonalities that have meaning and value - discard irrelevant information.
- You will create a very specific, interesting, unique person to speak to. Give them a name. See them as a real person.

Now you can create messages that talk to all your prospects, but give them each the feeling that you've created your messages and products just for that one individual person. If it's not specific enough, it won't give them that feeling. You will not turn them off, but you will not turn them on either.



The Customer Avatar

What's the voice of YOUR customer?

The 'voice' of your customer:

- Different people have different ways of communicating with each other and using language
- 'Computer geeks' communicate differently from 'fashionistas' - who communicate differently from "Car Guys."

Your Customer Avatar's unique language:

- At the 'ground level' your Customers are using specific words and phrases that have unique value to them in the context of their unique needs.
- Pay attention, listen carefully and reflect regularly to pin-point these power words' and phrases to use when creating your marketing.

Create a dialog with your "Customer Avatar"

- As you develop your marketing campaigns, initiate and develop a 'mental dialog' with your "Customer Avatar".
- Mentally connect with them on a human level, and talk to them like you would talk to a friend.

The Customer Avatar

Here are some further questions that will help you 'build up' your "Customer Avatar"

ATTITUDES:

- What are/is the attitude of your ideal client?
- How are they communicating with their world internally and externally?

VALUES:

- What does your ideal client value?
- What is it that keeps them going when the going gets tough?
- What does your ideal client wish they had?
- What does your ideal client love?

BELIEFS:

- What does your ideal client believe about their current situation?

DECISIONS:

- What has your ideal client decided their current situation means to them?
- What would your ideal clients' ideal situation mean to them?

LANGUAGE:

- How does your ideal client language their world?
- What common phrases is your ideal client repeating to themselves and other?
- How would your ideal client describe themselves?

Where to next?

★ IF YOU HAVE ANY QUESTIONS OR NEED HELP WITH 'BUILDING UP'

YOUR CUSTOMER AVATAR EMAIL ME:

tea.maherl@weblicioussolutions.com

★ SAY HELLO ON

