Checklist: Creating a Customer Avatar

CREATING YOUR CUSTOMER AVATAR	Information	Status/ Comments
1. A broad description of your ideal customer.		
❖ Age		
❖ Gender		
❖ Marital status, number of kids		
❖ Residence		
❖ Occupation, number of years in company		
❖ Annual salary, annual household income		
❖ Educational attainment, major		
2. Personal details.		
❖ Hobbies and interests		
❖ Likes and dislikes		
❖ Favorite books and magazines		
❖ Favorite music		
❖ Favorite movies and TV shows		
❖ Favorite websites (most consumed content)		
❖ Favorite blogs		
❖ Favorite sports		
❖ Social media networks		
❖ Preferred information and news sources		
❖ Most searched terms for info gathering		
❖ Fears		
❖ Guilty pleasures		
❖ Car he/she drives		
❖ Preferred/owned phone and other gadgets		
❖ Spends more time at home or at work?		

❖ Health-conscious or not?		
3. Hopes, dreams and aspirations.		
❖ What are his personal goals? Where would he like to be in 5 years?		
❖ What are his business goals?		
❖ What are his personal beliefs and values?		
❖ What does he want more than anything?		
❖ What are his biggest obstacles and challenges?		
❖ What does he worry about? What keeps him up at night?		
❖ What are the 3 biggest problems in his life?		
❖ How is his daily life affected by his problems?		
❖ What would be the perfect solution to his problem(s)?		
❖ Can my product or service help solve his/her problem(s)?		
❖ What is his greatest hesitation in buying my products or services?		
❖ How will my business make his/her life better?		
COMPLETING THE CUSTOMER AVATAR		
1. Name the customer avatar.		
❖ Give it a face and decide what he/she should look like.		
2. Create a "life story".		
❖ Refer to demographics.		
3. Create one avatar for each submarket.		
❖ Important if brand targets several submarkets.		
4. Use the completed avatar for crafting marketing materials.		
❖ Use the customer avatar's language to mirror his/her words in a natural, authentic way.		

NOTES: