

Customer Avatar worksheet: The Secret To Strategic Selling

www.brazenprofitlab.com/customer-avatar-worksheet/
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Did you know that if don't have a crystal clear idea of who your customer avatar is, your online boutique is 81% more likely to fail?

81%. Yikes!

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While nowhere as fun as rockin' Instagram, there's no skirting the fact that the foundation of any solid marketing strategy starts with creating your ideal customer avatar. Why? because it will impact virtually every aspect of your marketing and sales process including:

- Content Marketing – What blog posts, videos, or contests should you create to attract and engage your avatar?
- Paid Traffic – What are the right advertising platforms for you?
- [Product selection](#) – What exactly is your ideal customer looking for and how price sensitive are they?
- Copywriting – How should you describe offers in your email marketing, advertising, and product pages.
- Email Marketing – Which avatar should receive a specific email marketing campaign and when?



So now we're agreed that having a customer avatar is pretty much non-negotiable (especially in today's competitive online market place), we should probably dive in to how you create one. But first, I want to quickly break down some of the 'marketing speak' that may have you confused:

- Customer profile
- Ideal customer
- Ideal customer avatar
- Customer segment

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Yep! You guessed it, they all mean the same thing! But for the sake of this article I'll be using the term 'customer avatar'.

Now, there are no shortage of online store owners who, if asked whom their customer avatar is would say, "women from 25-45.

One the odd occasion, you'll get one who has dug a little deeper, and they'll say "mothers, interior design fanatics, high heel addicts." And while a great start, they're still fishing in the ocean. See, when it comes to online boutique success, specificity is key.

See, when you have a crystal clear idea of who your customer avatar is, not only do you get better at branding and marketing. But you'll get more data on your customers desires, so you can supply them with what they want to buy.

your ideal customer avatar demographics:

I find it helps to break this down into sub-segments of existing markets – especially those markets where you know your product would be a perfect fit.

Next, you need to go even further and determine whether that sub-segment is willing or able to buy? Get this evaluation wrong, and your business is in line for some financial trouble.

Questions you need to ask?

- Gender
- Age
- Location
- Occupation
- Educational level
- Income bracket
- Marital status
- Dependents
- Ethnic background

**FYI, there's space to fill all this information in on your free customer avatar worksheet.

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Now considering this is such an important task, I also thought you'd benefit from my little explainer video. Watch time: 7 minutes.

Next, you need to consider your customer avatar's psychographics

Simply put, this is a unique set of personal characteristics which your ideal customer avatar commonly share.

But it's important to mention that when you start to dig into how your product will suit their lifestyle and meet their needs, you'll also have a much better idea of how they're searching the internet to find the answer to those questions. This alone is worth its weight in SEO optimisation GOLD!

Characteristics to consider:

- Personality
- Values
- Attitudes
- Lifestyles

The image shows a worksheet titled 'BRAZEN' with a scalloped top edge. It contains two main questions with numbered input lines:

1. What primary emotion does your customer feel when deciding to buy from you, How are they justifying this purchase to themselves?

2. What secret fear, distraction, or friction with your sales process could stop them adding your product to their cart & checking out?

At the bottom, there is a dark blue footer with the text: 'Join our Facebook group' and the URL 'www.facebook.com/groups/ashortlistlane'.

- Interests
- Hobbies
- Spending behaviour

Now you have a 390 view, what next?

Well now you need to evaluate and analyse the data, so you can feed this insider knowledge into your product choices, website design, [brand voice](#) – everything really. Essentially, it's your secret customer attraction (and retention)weapon.

That's why if you can't say (without hesitation) that you know exactly who your target customer is, what motivates them, and what they want to buy? Then you NEED to download your FREE customer avatar worksheet as it's a great place to start.

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