

Customer Avatar Worksheet

(BUSINESS -TO- CONSUMER)

If you aren't clear on who you are marketing to, your marketing efforts are likely to be missing the mark. Use this worksheet below to get to know the type of person that will be buying your products and service. Use your product knowledge, past customer records, customer surveys, and any other information you might have to help fill in the details.

Products or services this customer applies to:	
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WHO ARE MY CUSTOMERS?		
Age Range		
Gender	% Male	% Female
Ethnicity		
Income Range		
Occupation		
Education	High School University Post Graduate Trade School Military	
Relationship Status	Single In relationship Married Divorce/Separated	
Number of Children	1 2 3 4 5 6+	
Major Life Events	Marriage New Car House Purchase Started New Business New Child Retirement Divorce Bankruptcy	
Pet Owner	Yes No Unknown Doesn't Matter	
Religion		
Are my customers good with technology?	Not at all Poor Proficiency Competent Better than average Expert Level	
WHERE CAN I FIND MY CUSTOMERS?		
Where do they live?		
Where do they work?		
How far are my customers from my business?		
My customers preferred method of contact:	Phone Email Postal Mail Social Media Fax Text Instant Message/live chat	
Where do my customers hang out? What do they do for fun?		
Associations or clubs my customers belong to:		

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CUSTOMER PURCHASING BEHAVIOR	
New vs Repeat Customer	% New Customers per month: % Repeat customers per month:
How do they prefer to buy your products/services?	Physical Store Online Store (internet) Face-to-face representative Phone
Purchasing frequency for my products/services?	# Per Year: # Per Month: # Per Week:
How price tolerant are your customers?	<i>Bargain Shoppers</i> (not tolerant) 0 1 2 3 4 5 6 7 8 9 10 <i>Value Shoppers</i> (very tolerant)
Primary Influencers	Search Engine Rank Fashion/Trends Price Reviews Social Media Word of Mouth Blogs Seminars Magazines Association/Clubs Celebrities Comparison Shopping Sites Newspapers Books
My product/service is:	Necessity Occasional Luxury Extravagant Luxury
What do my customers value most about my products/services?	Low prices Availability Quality Services Special Features
Why do your customers need your products/services?	#1) #2) #3)
CUSTOMER LIFESTYLES	
Attitudes & Beliefs	
How often do they use social media?	0 times/day 1-5 times/day 6-10 times/day 10-15 times/day 15+ times/day
What magazines are my customers more likely to read?	
What websites are my customers visiting?	#1) #2) #3)
Top hobbies/activities that my customers enjoy doing	#1) #2) #3) #4) #5)