

Your Ideal Customer Avatar Playbook

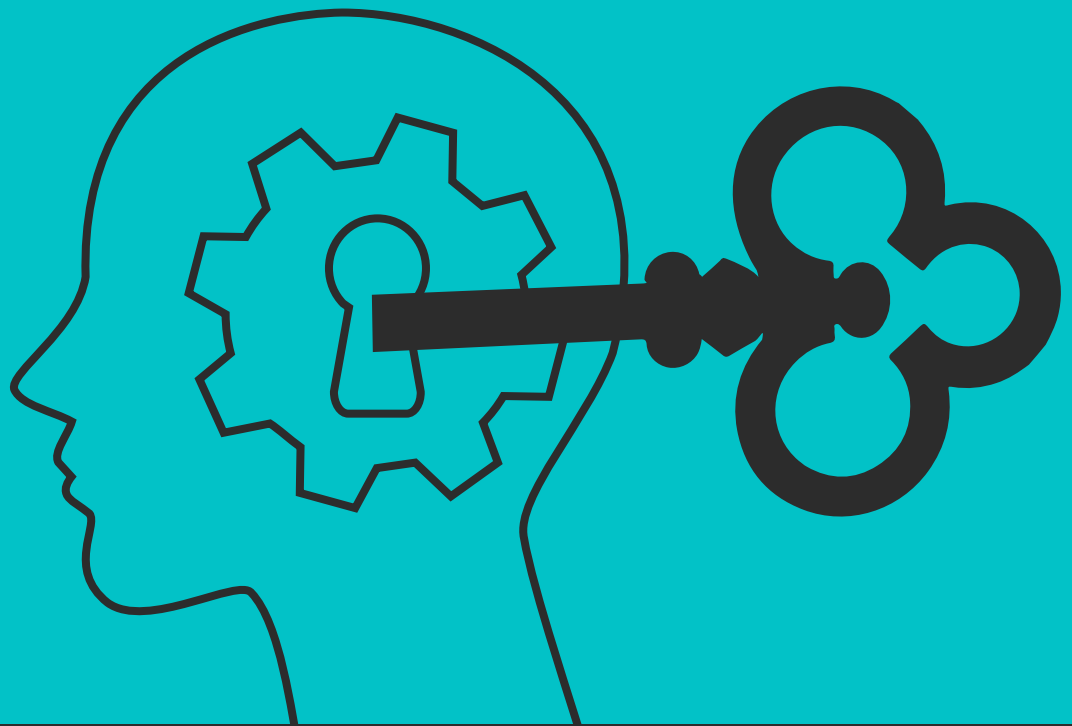




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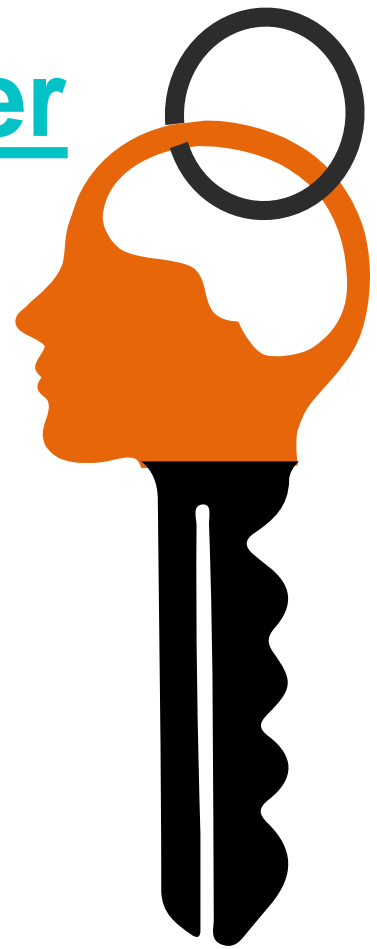
I'll be your guide through this journey!



Why Do You Need A Customer Avatar?

Understanding your customer avatar is the key to everything in your business. Whether it's getting your content game on, writing the copy that convinces, pulling the right traffic to your ecommerce store and email list, everything is hinged on you understanding your ideal customers. When you understand who they are, their fears, what they're going through and the goals they'd like to hit, you'd be better able to give them the solution to their problem. Understanding your customer removes the guesswork from your business. Imagine getting to the point where you know the type of products/services you can sell now and your audience won't be able to get enough of. They'll be happy because they got value and you'll be happy because you made money. Selling becomes 100X easier because you're giving them what they really need. This could be you, but only if you understand who you're speaking to.

Parts Of A Customer Avatar Worksheet



01

DEMOGRAPHIC

This section of your customer avatar worksheet will help you see into your customer's daily life. You'll be able to understand where they are coming from and get a little insight into their background. As simple as this step is, it's so important. After all, what's the point of selling luxury items to your audience if you discover that your ideal customer avatar earns less than \$1,000 annually? Will they buy?

02

SOURCES OF INFORMATION

Now that you have an idea of the basic things about your customer avatar. It's time to stalk them. You need to think of places where your ideal customer goes to hang out, think like they would. Where can they go to learn about your products/services and possible solutions to their problems whether online or offline?

03

GOALS

What are their dreams? What goals do they want to have in relation to your product or service? Note that it cannot be unrelated e.g. Let's say you're a weight loss coach and your ideal customer may want to lose 10 inches off her waistline and also hit 6 figures in her business this year. The second goal as amazing as it is, is none of your business. You will only care about goals related to the issues your product/service offers a solution for.

04

VALUES

Every human being has values that they hold dear. These values could be the thing stopping that person from patronizing you or could be what will push them over the threshold to finally buy from you.

Parts Of A Customer Avatar Worksheet



05

CHALLENGES & PAIN POINTS

What does failure mean to them & what are it's consequences for them? What makes them uncomfortable or gives them pain? What are those issues that keeps them up at night? Remember, that they should all be in relation to your business. They could have a ton of challenges but you'd only concern yourself with those that you can actually help with.

06

OBJECTIONS

Every business owner believes there's nothing better than their product/service, and I'm sure you do too. This is why we often think that people should be rushing us and when they don't we can't make sense of it. Most times, this happened because you were not able to cancel their objections. By now, I'm sure you're getting a clearer picture into what your ideal customer looks like and how you can get them to say YES to you. It's time to start asking the hard questions. Why wouldn't they want your product/service? What are those fears or past experiences stopping them? You can't cancel objections, you didn't even know existed!

07

ROLE IN PURCHASE PROCESS

This helps a lot in your copywriting and in the overall message when you start selling. Is your ideal customer the decision maker or do they have to talk with a decision maker first before going ahead with the purchase? There are some purchases that two or three people even need to come together to agree for it to work. If this is something that applies to your business, you should take note of it because this is also an important part of understanding your customer and how you should be talking to them.

Your Customer Avatar Worksheet

What's this worksheet for? Company/Product Name _____

DEMOGRAPHICS

Name:

Age:

Sex:

Location:

Educational Level:

Occupation:

Annual Income:

Marital Status:

Children:

Language:

Favorite Quote:

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SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Gurus/Coaches:

Conferences/Events:

Others:

GOALS & VALUES

CHALLENGES & PAINPOINTS

OBJECTIONS

ROLE IN PURCHASE PROCESS

UNDERSTANDING YOUR IDEAL CUSTOMER



Your Ideal Customer Avatar

Their demographics, goals, values, challenges & pain points, objections, their role in the purchase process and their sources of information all come together to help you see clearly the exact type of people your product/service was created to serve.

Here's A Practical Example (service based)

What's this worksheet for? Company/Product Name DBG Business Consultants

DEMOGRAPHICS

Name: Sarah

Age: 30

Sex: Female

Location: Abuja, Nigeria

Educational Level: Degree

Occupation: Entrepreneur

Annual Income: \$10,000

Marital Status: Married

Children: 2

Language: English, Hausa

Favorite Quote: I can get everything I want if only I can put my mind on it

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SOURCES OF INFORMATION

Books: Think and Grow Rich

Magazines: Wired/Fast company

Blogs/Websites: Digital Marketing Today With Oma

Gurus/Coaches: Digitalbizguru

Conferences/Events: SXSW

Others: Spends time on facebook groups and pages that cater to business owners

GOALS & VALUES

Sarah wants to...(goals)

- Grow her business massively
- Make her team very efficient with or without her presence
- Scale her business quickly
- Increase annual revenue by 100%
- Travel more often and spend quality time with family

Sarah is committed to... (values)

- Professional development for both her and her team
- Providing a lot of value for her customers/clients
- Putting in the work that will bring the results

CHALLENGES & PAINPOINTS

Some of Sarah's challenges and pains are:

- She has no clue on how to even scale her business
- She has a lot of staff related issues like theft and retaining staff. She's tired of trial & error.
- She is not well versed in marketing and therefore can't train her staff either
- She's always stressed and overworked.
- She doesn't understand the modern business trends
- She doesn't want to loose her business to competitors
- With the type of amazing products she has, she feels like she is not making as much money as she should be

OBJECTIONS

- How long does my business need to be inactive during the consulting process?
- Does it work?
- I'm not in your location but I need this.
- Between my business, family and responsibilities, I don't have time for much else. I don't know if I can implement
- It's expensive
- Do you offer support after the services have been rendered?

ROLE IN PURCHASE PROCESS

Sarah is the decision maker.

Here's A Practical Example (product based)

What's this worksheet for? Company/Product Name lje's Jewelry Store

DEMOGRAPHICS

Name: lje

Age: 25

Sex: Female

Location: Owerri, Imo State

Educational Level: Sec School

Occupation: Civil Servant

Annual Income: \$4,000

Marital Status: Single

Children: 0

Language: English

Favorite Quote: You Slay, I Slay!

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SOURCES OF INFORMATION

Books: Jewelry is life

Magazines: Genevieve

Blogs/Websites: Bella naija

Gurus/Coaches:

Conferences/Events: Beautaholic

Others: Follows a lot of top people on facebook and Instagram who are influencing for jewelry brands. Is active on YouTube channels that is about or related to jewelry.

GOALS & VALUES

lje wants to...(goals)

- Slay at every event she attends
- She wants to be the envy of her friends and haters
- She wants to have a jewelry collection containing every color you can think of

lje is committed to... (values)

- Shopping online and getting the best deals available

CHALLENGES & PAINPOINTS

Some of Sarah's challenges and pains are:

- She has bought jewelry in the past that faded after only a few use. She doesn't know where to get quality jewelry from
- She loves good deals but most really good jewelry stores are too expensive for her
- She works a 9 – 5 and rarely has time to go to the market to hunt for good deals!
- She loves shopping online but has been burnt in the past because they didn't deliver as promised.

OBJECTIONS

- How long does it take to get my order?
- Are you a legit business?
- I'm not in your location but I need this. How can I get it?
- It's one thing to own nice jewelry and another to combine it well. Do you offer styling tips?
- It's expensive
- Do you offer refunds after purchase?

ROLE IN PURCHASE PROCESS

lje is the decision maker.

Here's An Editable Worksheet

What's this worksheet for? Company/Product Name _____

DEMOGRAPHICS

Name:

Age:

Sex:

Location:

Educational Level:

Occupation:

Annual Income:

Marital Status:

Children:

Language:

Favorite Quote:

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SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

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GOALS & VALUES

CHALLENGES & PAINPOINTS

OBJECTIONS

ROLE IN PURCHASE PROCESS

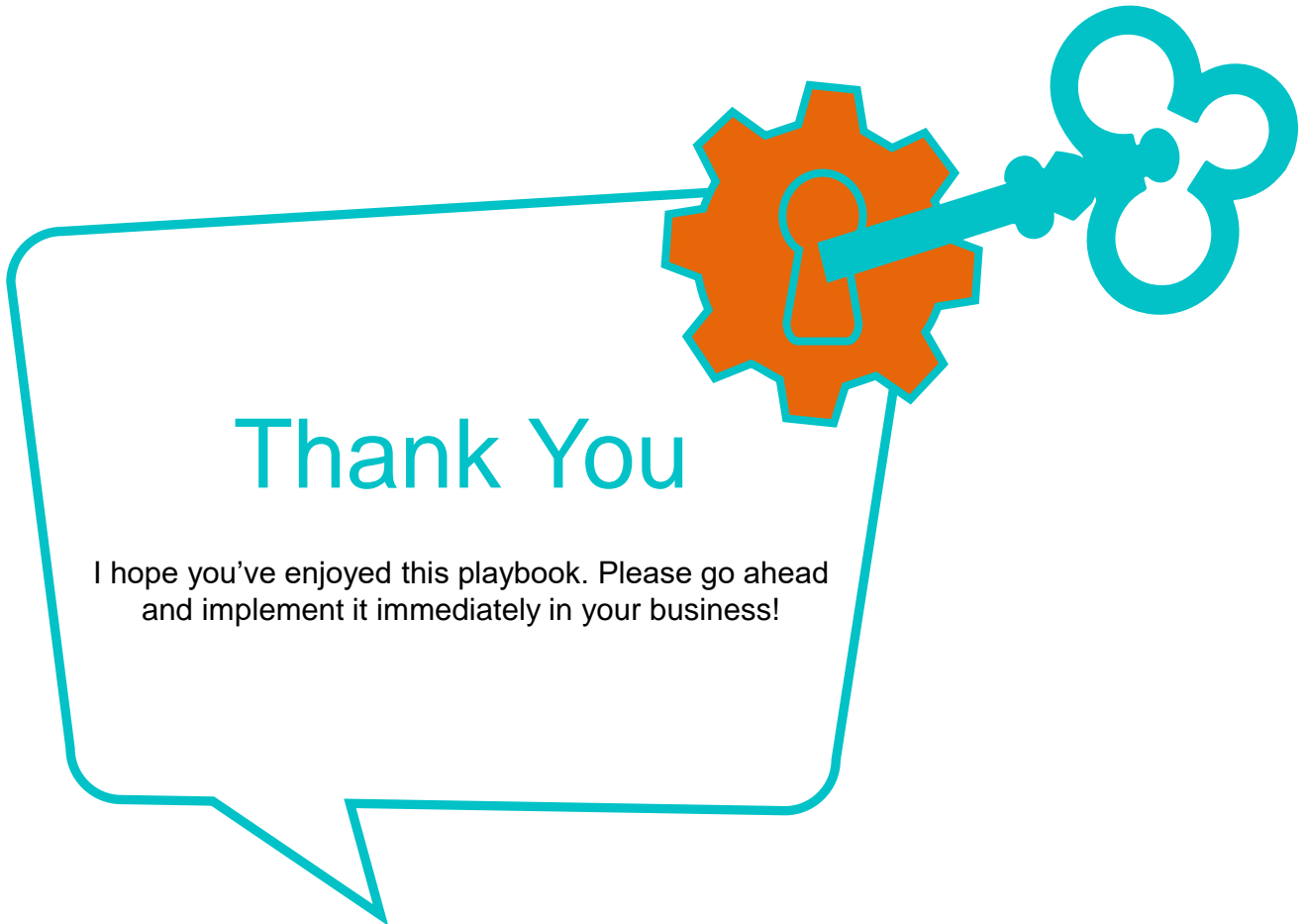
Meet Your Guide

My name is Ihuoma Chukwuezi and I'm a digital marketer, trainer and coach. I'm the founder of @digitalbizguru & I am also an entrepreneur just like you. Yes, I manage other businesses besides this one on coaching and that's exactly why I can understand where it pinches you. I've been running my businesses online since 2016 but I only started coaching in 2020. If there's one thing I'm passionate about, it's sharing and impacting knowledge. I love to teach, many have said I'm really good at it and that's why I'm the best person to guide you through this journey.

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Thank You

I hope you've enjoyed this playbook. Please go ahead and implement it immediately in your business!