

***Your Customer Avatar***

**YOUR CUSTOMER AVATAR.**

**DEMOGRAPHICS**

1. Demographic:?

|  |  |
| --- | --- |
| Age |  |
| Gender |  |
| Relationship Status |  |
| Family Status |  |
| Income |  |
| Education |  |
| Ethnicity |  |
| Job Function |  |
| Industry |  |
| Size of Company |  |
| Language |  |
|  |  |

1. Geographic?

|  |  |
| --- | --- |
| Town |  |
| City |  |
| County |  |
| Radius from: |  |
| Climate |  |
| City / Country |  |

|  |  |
| --- | --- |
| Live area |  |
| Work area |  |
| Visiting |  |
| Size of Company |  |
|  |  |
|  |  |

1. Psychographic?

|  |  |
| --- | --- |
| Personality |  |
| Values |  |
| Attitudes |  |
| Interests |  |
| Lifestyles |  |
| Motivations |  |
| Priorities |  |
| Religion |  |

1. Behavioral?

|  |  |
| --- | --- |
| Devices |  |
| Social Platforms |  |
| Purchase Habits |  |
| Spending Habits |  |
| Brand Interaction |  |
| Timing |  |
| User Status |  |
| Searches |  |
| Likes |  |
| Follows |  |
| Sign Ups |  |
| Clubs |  |
| Websites |  |
|  |  |
|  |  |

1. Your Avatar WHYs??

|  |  |
| --- | --- |
| PROBLEMS: | WANTS: |
| FEARS: | GREATEST WANTS: |

# **YOUR TARGET MARKET**

|  |  |
| --- | --- |
| 1.0 How many different Target Markets do you have? |  |

2.1 Describe them to me in as much detail as you can?

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |

2.2 Has your target market changed since lockdown?

|  |
| --- |
|  |

## 3.1 What sorts of things are important to them when considering your product/service?

|  |
| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |

3.1 Have these changed since lockdown?

|  |
| --- |
|  |

4.0 What sort of papers, magazines, blogs or websites do you think they read?

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| --- |
|  |
|  |

1. Which other businesses would deal with similar clients in your target market?   
   For example, the clients of a gymnasium might also deal with a health food store. What other types of businesses are they likely to deal with?

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| --- |
| 1. |
| 2. |
| 3. |
| 4. |
| 5. |
| 6. |

1. Are there any other markets that you’d like to target that you’re not currently dealing with?

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