

**CUSTOMER** 

# AVATAR

**WORKBOOK** 

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# CUSTOMER AVATAR

WORKBOOK

a workbook from EDUPSYCHED

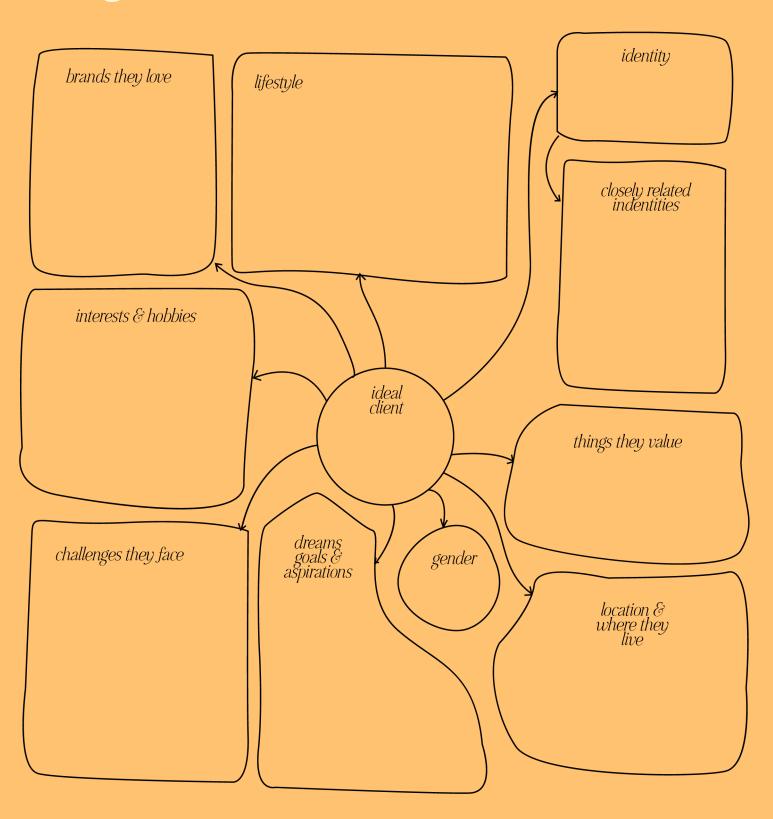


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### Target Audience

#### brainstorm



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### Demographics

(business to consumer)

age	gender
location	education
income	family
mesine	isy
home owner / renter?	notes

### Demographics

(business to business)

Industry		
Number of employees		
Location		
their target audience		
Years in business		
Revenue		







Goals & Interests

interests	hobbies
Г	
What are they most passionate about	Their biggest personal goal
Adjectives their friends would use to describe them	What do they believe strongly in
Adjectives their menus would use to describe them	what do they believe strongly in
What motivates them	Their top priorities are:
What motivates them	Their top priorities are:
What motivates them	Their top priorities are:
What motivates them	Their top priorities are:
What motivates them	Their top priorities are:
What motivates them	Their top priorities are:

#### Influences

Favourite brands Favourite websites Favourite Social media platform Favourite book someone they admire Where do they like to buy their food Favourite products they have Where do they like to shop Where do they go to learn about a product or service What is their preferred method of communication









Career

Job title
What is their industry
EDUCATION
Role responsibilities
Size of the company
What skills are required for their job
Do they have a team
What are their challenges at work

Personal	ity
----------	-----

Introvert Extrovert
Analytical Creative
Loyal Fickle
Passive Active
Spontaneous Deliberate
000000000
Optimist Pressimist
Practical Fantastical
Rigid Flexible
Quite Boisterois

What is their dream job?



Challenges

What are the main challenges your ideal client is facing, and how can you help?

their PROBLEM	How you can help
their PROBLEM	How you can help
their PROBLEM	How you can help
their PROBLEM	How you can help







#### Where to find out about your ideal customers?

There are many ways to get the information needed to identify your ideal customers.

#### Talk to them

Know some people you think are a fit as your ideal customer? Ask them if they are up for a coffee and ask some questions to find out more about their likes, dislikes and lives

#### Create a Poll

A great and fast way to see what your clients want is to find a Facebook group in your niche, and ask a question via a poll.

#### Email a Survey

Have an email list with so clients already? Email out a survey to find out a bit more information about who you are currently serving.

#### **Analytics**

Chances are you already have a social media platform, or website. Look at the analytics and demographics to find out more about your ideal customers.

#### Competitors

Know a competitor? Go to their social media and have a look at who is currently interacting with their brand.

#### Elimination

Sometimes the best way to learn more is to write a list of what your ideal customer is not!

As your business grows, you will get more and more clarity around who you serve.

Try to keep your research as fact based as possible.

### **Putting It All Together**

	NAME:		Brands they love:
	Gender:	Age:	
Add Image Here			
	Location:	Income:	
	Education:	Occupation:	interests:
Personality			
Introvert Extrovert	Preferred info format		
00000000	Social media		
Analytical Creative	Email		
000000000	Newspaper		
Loyal Fickle			THEY VALUE:
000000000	In-person		
Passive Active	Websites	)	
000000000	000000000		
Spontaneous Deliberate	- L 10 10 10 10 10 10 10 10 10 10 10 10 10		
000000000	Biography/Customer stor	y:	
Optimist Pressimist			
000000000			
Practical Fantastical			GOALS/WANTS
000000000			
Rigid Flexible			
000000000			
Quite Boisterois			
000000000			
Methodical Disorganised			
000000000			CHALLENGES
THEY VALUE:			

### Central Offer

What is the main offer you want to sell to your customer?
How does it help them (save money / time / bring joy)
What is their main objection?
in terms of pricepoint is it accessible for their income bracket? Can you make it more accessible? (or nayment
in terms of pricepoint, is it accessible for their income bracket? Can you make it more accessible? (eg payment plans)
p.a.r.s,

### Other Offers

How does this connect to your central offer?
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How does this connect to your central offer?
How does this connect to your central offer?
How does this connect to your central offer?
How does this connect to your central offer?
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Other notes

# BRINGING YOUR CUSTOMER AVATAR TO LIFE

Creating a detailed customer avatar is not just an exercise—it's the foundation of a business that truly connects with the people you want to serve. By working through this workbook, you've gained clarity on who your ideal customer is, what they need, and how you can position your offerings to meet those needs effectively. But this is just the beginning. As your business grows and evolves, so will your audience. Keep refining your customer avatar based on real-world interactions, feedback, and insights. The more you understand your customers, the more impactful your messaging, products, and services will

In the next section, we'll apply your customer avatar to marketing, branding, and product development so you can craft offers that deeply resonate. Get ready to turn insights into action and build a business that truly speaks to your audience!

become.

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