

TASK

Customer Avatar/Persona Sheet

“To market a product or service properly, the first thing you must do is get clear on WHO your ideal customer is, where they are hanging out, what their challenges are...” Start by building a single avatar. But don’t stop there.

Once you get the hang of it, you’ll be churning out multiple avatars representing the different segments of your market.

Don’t go overboard, but any lucrative market segment with a distinct set of goals, sources of information, pain points, etc. is deserving of a customer avatar.

Use the customer avatar worksheet below to get clear on your ideal customer. Read the explanations for each section of the worksheet on the pages following to guide you

CUSTOMER AVATAR WORKSHEET

SPA/SALON NAME:

AVATAR NAME:

CUSTOMER

Goals:

Values:



Age:

Gender:

Marital Status:

#/Age of Children:

Location:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

CUSTOMER

Challenges:

Pain points:

CUSTOMER

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Others:

CUSTOMER

Possible Objections:



Spa Professionals Guild

There are 5 major components to the customer avatar. In some cases, you'll need to survey or have conversations with existing customers to accurately flesh out your customer avatar.

In other cases, you'll be intimately familiar with the characteristics of your ideal customer.

In any case, **move forward. Don't wait for surveys or interviews to be conducted to create your first draft of an avatar.** Make assumptions where you have no data or feedback and put it on your short list of to-do's to complete your research. In the meantime, you'll begin getting benefit from an avatar built from the assumptions you've made.

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Let's look at each section of the Customer Avatar Worksheet in turn...

Goals and Values

Make note of the goals and values that are relevant to the products and services you offer. You'll use this information to drive product creation, copywriting, content marketing and email marketing.

Sources of Information

This section of the Customer Avatar Worksheet is critical to determining the "where" of your customer avatar.

You will **determine the best places** to advertise and the targeting options you'll use to reach your avatar by listing their sources of information.

Use the "But no one else would" trick when filling out this section of the worksheet.

You'll simply complete sentences like these...

- My ideal customer would read [BOOK] but no one else would.
- My ideal customer would subscribe to [MAGAZINE] but no one else would.
- My ideal customer would attend [CONFERENCE] but no one else would.

Are you getting the picture?

The idea is to find the niche books, magazines, blogs, conferences, gurus, etc. your ideal customer would be attracted to – but no one else would.

For example, if you are in the golf products market – you wouldn't want to assign Tiger Woods as a guru. Tiger is someone that golfers are familiar with – but so is everyone else.

Instead, choosing a more niche golfer like Rory McElroy will allow you to hone in on your ideal customer – and exclude everyone else.

When buying traffic from ad platforms like Facebook, you'll often be able to **laser target your audience by focusing on these niche interests** -- while excluding less than ideal prospects.

Demographic Information

Applying demographic information will **bring your customer avatar to life**. While the usual demographics are critical, the exercise of filling in the 'Quote' field can be particularly helpful to "get inside the head" of your ideal customer.

The demographics are another useful part of the Customer Avatar when choosing targeting options in ad platforms like Facebook.

And, when writing content, email or sales copy it can be beneficial to simply write as though your avatar were sitting across the table from you. Demographic information like age, gender and location will give your persona a look and feel.

Challenges and Pain Points

This section will drive new product/service development as well as the copywriting and ad creative you'll use to compel your ideal customer to action.

When selling treatments to your customer, for example, we would do well to build solutions to his/her challenges and pain points and use language that addresses them in our marketing messages. Copy like that will get a response because it is specific to one of his/her pain points.

Objections and Role in Purchase Process

Why would your customer avatar choose NOT to buy your product or service? These are called "objections" and they must be addressed in your marketing. Understanding your ideal customers decision making process is paramount to the success of your marketing and sales campaigns.

Source: *DigitalMarketer LLC*.

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