



AVATAR

It's time to create a customer avatar for your business

A **customer avatar** is simply a detailed profile of your target customer. Once you've got one you can use it to do things like:

1. **Market to and own a niche** where you become "*the one to go to*"
2. **Hone your marketing message** so it appeals to a specific someone as opposed to a generic everyone.
3. **Increase conversion rates** because you'll be able to say the sorts of things that will encourage your target customer to take action
4. **Attract more of the right customer** because the "wrong" people won't be attracted by your message
5. **Avoid spending money** on marketing that just doesn't work

It's relatively easy to create a customer avatar. It simply involves completing a template of detailed information to profile your best customer. And if you read on, you'll discover a link at the end of this post where you can **download the template I use with my own customers**. What's more it's free

Key Characteristics

Gender and age:

Marital status:

Income:

Education:

Technical ability: Poor – Average – Expert

Listens to:

Reads:

Watches:

Avatar Summary Statement