

Worksheet:

Find and Get To Know Your Perfect Customer!



**This work sheet will help you to find and get to know your Perfect Customer,
that is, your Avatar!**

The more you know about your “perfect customer”, the more effective will your marketing campaigns be.

You will get better results from your marketing: more leads and more sales.

Because if you know how to get the attention from “your perfect customers” online, and what trigger points that are effective to use in your ad and sales copy - the more people you’ll succeed to motivate to take a certain action.

When you know exactly who your perfect customer is, you will spend your time, money and marketing efforts on prospects who are truly interested in your products or services and are most likely to BUY from you.

I’ve listed a lot of questions in this worksheet, and of course **you don’t have to fill in all details.**

Some may even be irrelevant to you depending on your business model and products.

Print out and read through this worksheet and the questions, then try to answer - in writing - as many questions as possible.

It will help you get to know your Avatar a lot better, both online and offline.

Tip: Use Google and do some research if there are things you don’t know!

Part 1: Your Product

Describe your product, but don't just explain what it is, how to use it, the ingredients etc.

To help your prospects connect to **WHY they need your product**, on an emotional level, you have to **describe the RESULTS and BENEFITS the product serves**.

Think “What vs. Why”

The “what” is the ingredients, how to use them, how they work, technical features and data and other similar information.

The “what” will help your prospects to understand and learn more about your products - but it will **not really motivate** them to take action.

The “why” will help your prospects to want your products on an emotional level.

If you focus on this, you'll motivate them to take action.

If your product is e.g. a skin care line. The “what” is the ingredient list, the science behind the formula and how you use it.

But **WHY** would your prospects want this product?

What RESULTS or BENEFITS do they want?

The “why” for skin care products are likely:

younger looking skin, healthy and glowing skin, even skin tone, smaller pores, stop the aging process, look and feel more confident...

The “why” is the RESULTS or BENEFITS your prospects want.

What problems does it solve?

What pain can it alleviate?

What experience and feelings do people get when using it?

Try to paint pictures of the results people want.

Focus on the benefits and **WHY** they should buy, what your product can do for **THEM**.

A) Briefly describe your product or service, focus on the BENEFITS, not the features.

For every feature you mention - try to translate that into a benefit.

Write down 5-10 benefits that your products serves:

Now, considering your product, WHO will have the greatest need or desire to buy it?

Who dreams about having it? Who might be even desperate to have it?

Is it for pleasure?

Or is it to solve a problem?

B) Write down who has a need or desire for your product and why:

C) Write down why and in what way your product is better than your competitors:

Part 2: Your Customer Avatar:

A) Describe your perfect buyer's demographic and geographic data, consider things like:

Age, gender, family situation, is your prospect single or married, a parent or no kids, does he/ she live in a flat or a house, where does he/she live:

B) What are your prospect's hobbies/ likes/ interests:

C) What does your prospect read, what magazines, what books, who's the favorite author(s):

D) Favorite TV shows and TV channels:

E) Level of education:

F) Job situation: What does your prospect do for a living, what's his/ her income:

G) Authority figures, or favorite famous person(s):

H) What does your prospect already buy and use that's similar to your product:

I) What benefits of this product are important for him/ her? Are there any wanted benefits still missing in the similar product they are currently using?:

J) Where do they usually buy it (can be both online and offline):

K) How would you describe your prospect's lifestyle, values and life situation?

What's really important in his/ her life? (family, career, make a lot of money, have fun with friends, travel etc):

L) Describe a typical day, what does it look like?

Also include feelings and emotions, is your prospect happy with his/ her job, family situation, house, spare time etc.

Anything they would like to change? :

M) What is your prospect struggling with? What problems or fears does he/ she have?

N) What does your prospect desire and dream about having? What is he/ she attracted to /passionate about?

O) What's stopping him/ her from having what he/ she dreams about having?

P) Now write down: What problem can your product solve and how?

Q) What dreams and desires can your product fulfill for your prospect?

Remember: Your ideal customer is most often someone who...

- 1) has bought similar products or services in the past
- 2) is thinking of buying and is looking around, but can't decide
- 3) is actively searching and evaluating products and is ready to buy

To dig deeper and to get you to know your target market even more, continue with this:

Think about what your ideal prospects are searching on Google, Facebook and YouTube, that's relevant to your product and target market.

Write down Keywords and Phrases:

If you now Google the keywords and phrases you think your ideal customer is using, you can do some research on different sites and pages they are visiting.

Then you'll get to know your ideal customer and your competitors even more!

It will also give you great ideas about what to post on Social Media to get their attention, and what to write on your blog if you have one.

Websites they like and visit:

Where do your ideal prospects hang out online?

What's their favorite Social Media platforms, Forums and Groups (Facebook, Pinterest, Instagram, YouTube etc)?

What pages do they like, who do they follow?

By doing some research on this, you'll know which Social Media platform to choose as your MAIN Social Media platform to engage with your prospects.

Because even though it's good to be present on several, it's very difficult to keep up with several platforms.

Favorite Social Media platforms, Facebook pages, Groups, Forums etc:

Now it's time to give your Customer Avatar a name, add a photo as well!

My Avatar's name is: _____

(Photo)



From now on, every time you create content on Social Media or your blog, or set up a marketing campaign, just think of the name and the photo and you'll now know **exactly who you're marketing to.**

You'll know what emotional triggers to use, their pains, problems and desires, what language to use, what pictures that will grab their attention and so on.

You can **customize** your words, message and image to your target group.

The more specific and relevant the message is for your prospect, the more influence you'll have.

Result: Your marketing efforts will be more effective and successful.

Here is a short example of a Customer Avatar and how to use it in your marketing:

Kevin Olsen, 45 yrs old, married, 2 children and 1 dog.

He lives with his family in a small 3-bedroom house in North Carolina.

He's working as a Project Manager on different sites for a construction company.

He has no college studies and he makes \$50K per year.

On a typical day he gets up 6AM, drives 1 hour to work and seldom gets home before 7PM.

His interests are sports, fishing and golf.

After work he likes to relax in front of the **TV watching CNN and ESPN.**

His problems are working too many hours, to always be tired, back problems and overweight.

He knows he's overweight but **he's too tired to exercise after work and he hates diets!**

He's dreaming about winning the lottery and not having to work anymore!

He wishes to spend more time with his family, and to become more fit and have more energy to play golf and go fishing with his kids and wife in the weekends.

Online his favorite sites are:

<http://www.basspro.com/>

<http://www.golf.com/>

He also likes to hang out on Facebook.

==> From this short description you get some valuable information you can use in your marketing:

Let's say you're selling a **weight loss product.**

Now that you know a few things about your Avatar, you have increased your possibilities to market efficiently to your target market and to sell more products.

What are Kevin's pains and problems?

These are the TRIGGER points you should use in your marketing message.

Kevin's problems and pains are working too much, back pain, low energy and overweight.

Your specific product can't solve his problem with working too much (unless your weight loss products comes with a business opportunity).

However, your product can solve his problem with overweight and most likely he would also get more energy if he lost some weight. It may even "cure" his back pain.

Thanks to this Avatar description, you also know what language, message and photos to use in your ads, sales pages etc.

And you know WHERE to market and who/ what to target in your campaigns.

So in this case, you'd set up your marketing campaign online to target:

Males in the age group 40-50.

Interests you can target: fishing and golfing

Ex. of URL:s to target: <http://www.basspro.com/>, <http://www.golf.com/>

(whether you target interests, keyword phrases or URL:s depends on what ad network you use for your online marketing.)

If you have a local shop, you may want to target **a certain location**, a State, town or even zip codes in your marketing campaigns. It's possible to do that on many networks.

Your marketing message could be something like:

"Here's How To Lose Weight Without Starving or Spending Hours In the Gym"

==>> this message points out that there's a way he can lose weight without workout and diets...

"Lose Weight and Get Rid of Your Back Pain So That You Can Enjoy Your Golf Sessions Even More"

==>> this message suggests he can lose weight and get rid of his back pains so that he can enjoy his golf even more

"Lose Weight and Enjoy Life with More Energy"

==>> this message suggests he'll get more energy if he loses weight and can enjoy life more...

Now start describing and get to know your own Perfect Customer!

- 1) Download, print and read through this Work Sheet
- 2) Fill in information about your Customer Avatar

I hope you understand how important and **USEFUL** it is to have a crystal clear picture of your **Perfect Customer** across all your marketing efforts!

By filling out this worksheet, you'll know how to get the attention from your ideal prospects and what language, message, pictures and **TRIGGER** points you should use in your marketing to emotionally motivate them to take action.

And if you'd like some ideas and inspiration for attention grabbing headlines to use in your marketing, then download this **FREE** headline template:

=>> <https://www.go.ckmarketingonline.com/thank-you-headline-templates/>

I'd love to connect more with you, and also to know if you found this worksheet useful.

And if you have any questions about how to find your avatar online or any other online marketing question, I'll be happy to do my best to help you out!

You can find my contacts here below and at:

www.go.ckMarketingOnline.com

Wish You Success And All the Best!!



Caroline Karlsson

PS: For more tips and useful FREE online resources, visit:

==> <http://www.go.ckmarketingonline.com/recommended/>

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