



## MARKETING

### Create Your Avatar

#### How to Create a Customer Avatar

In this exercise you will create your customer Avatar to discover your target market.

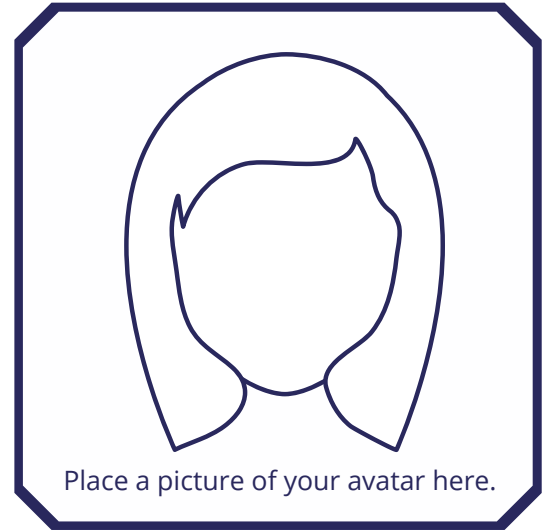
Complete the activity sheet to gain a deeper understanding of your customer Avatar and to really understand their values, interests, and lifestyle.

- 1) Where does my avatar hang out?
- 2) What websites do they go to?
- 3) What do they read?
- 4) What do they watch on TV?
- 5) What do they do in their free time?
- 6) What are their goals?
- 7) Who are their heroes or idols?
- 8) Who are their enemies?
- 9) Who do they want to please?
- 10) Who are they responsible for?
- 11) Who might they let down or fail?
- 12) What keeps them up at night?

*And this is just a start! You can also ask yourself additional questions. Proceed to the next page and create your customer avatar one sheet.*

**MY CUSTOMER AVATAR**

Age: \_\_\_\_\_  
 Gender: \_\_\_\_\_  
 Occupation: \_\_\_\_\_  
 Job Title: \_\_\_\_\_  
 Income: \_\_\_\_\_  
 Education: \_\_\_\_\_  
 Marital Status: \_\_\_\_\_  
 Name: \_\_\_\_\_  
 Kids: \_\_\_\_\_  
 Location: \_\_\_\_\_



Name: \_\_\_\_\_  
 Quote: \_\_\_\_\_

**GOALS**

**VALUES**

**CHALLENGES**

**PAIN POINTS**

**'LIKES'**

**'DISLIKES'**

Books _____	_____
Foods _____	_____
Movies _____	_____
Music _____	_____
Magazines _____	_____
TV _____	_____
Hobbies _____	_____
Brands _____	_____
Hero/Idol _____	_____
Vacation Spot _____	_____
Daily Habits _____	_____
Weekend Fun _____	_____
Other _____	_____