

Ideal Customer Avatar

Create Your Ideal Customer Avatar

Think of your IDEAL customers. What do they all have in common? List every common trait, both demographic - age, income, gender, marital status, industry, etc. and psychographic - values, beliefs, lifestyle, hobbies, interests, etc.

Now use those commonalities and create a single representation of your Ideal customer with as much specific details as you can. This is your Ideal customer avatar.

Describe this person so well that you can easily step in her shoes. The goal is to know her so well that you can think like her, speak like her, experience her emotions and essentially be her.

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NAME:

AGE/GENDER:

HAIR COLOR/EYE COLOR:

MARITAL STATUS/CHILDREN (INCLUDE NAMES):

RESIDENCE:

INCOME:

OCCUPATION:

LIFE BELIEFS:

FAVORITE BOOKS, MUSIC, TV SHOWS:

MAGAZINES SHE READS:

BLOGS SHE FOLLOWS:

WHAT DOES SHE GOOGLE (LIST EVERYTHING RELATED TO YOUR BUSINESS AND HER OTHER INTERESTS)?

WHAT CONFERENCES OR EVENTS DOES SHE GO TO?

WHAT DOES SHE DO IN HER FREE TIME?

WHAT ARE HER GUILTY PLEASURES?

WHO DOES SHE IDOLIZE?

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WHAT GURUS, TEACHERS OR EXPERTS DOES SHE ALREADY FOLLOW?

WHAT'S HER FAVORITE MEAL?

WHAT KIND OF CAR DOES SHE DRIVE (IF SHE DRIVES)?

WHERE IS HER FANTASY VACATION?

WHAT'S HER FAVORITE YOUTUBE VIDEO?

Now BE your ideal customer avatar. This is about feeling and emotion. Step into her skin. Look at life through her eyes. What primary emotion, or set of emotions, does she feel at the exact moment she's about to buy your product or service?

What is she saying to herself in her head? What specific words and phrases is she using? What story is she telling herself?

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Write everything that comes to mind like a journal entry as your customer. Especially the embarrassing and “non PC” stuff most people would never say out loud. Write your answers as though you were her.

*** Note. You're not going to want to do this exercise. You'll want to skip it. Do NOT. Trust me - this is the most important exercise of the entire program. Skip this and everything will fall flat.*

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Go Deep and Dark

**Big credit to our friend Eben Pagan for creating and inspiring this exercise!*

Now that you have spent some time in your customer avatar's skin, it's time to go deep and specific. Answer the following questions as your ideal customer avatar. You need to answer these questions with honesty and candor. Be brutal here.

What do you secretly fear may be true about your situation?

What do you worry about? What keeps you up at night?

What do you not look at because it triggers too much fear?

What's the worst case scenario?

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What's a worst case scenario that's FAR worse than your current worst-case scenario?

How do you fear others (close friends, family, spouse, clients) would react if they found out about your situation?

What do you fear might fail in your life if your situation continues or if it gets worse?

Where will you lose power, influence and control in your life if things don't change or if they get worse?

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Go High As The Sky

Keep going. Answer the following questions as your ideal customer avatar. Remember, do not answer these questions as “you” - BE your customer! Get into fantasy land here and don't hold back.

What do you secretly wish was true about your situation?

What do you hope is actually true about your situation?

What are you betting on being true about your situation?

What's the OMG, I can't believe that exists “dream solution” that you'd pay almost anything for?

If it could happen perfectly, how would that story go?

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Go High As The Sky

How will others respond to you if get this situation fixed in an ideal way?

What will you be able to do, get or achieve if your fantasy situation comes true?

Where will you be more powerful and influential in your life if your fantasy situation comes true?

Great Work!

Now that you've completed this exercise, you have pages and pages of material to draw upon to authentically connect with your ideal customers from a place of true compassion and understanding. This work will inspire your web copy, your sales and promotional materials, your ability to design and deliver products and services that matter, and make your marketing convert. This exercise should be completed for every new product, service or offering you create.