

CUSTOMER AVATAR WORKSHEET

WHO IS YOUR IDEAL CUSTOMER & FUTURE FAN?

WHAT'S THEIR FAMILY LIFE LIKE?

MARRIED, KIDS, WORK FROM HOME, ETC?

TYPE YOUR ANSWER HERE

WHAT'S GOING ON WITH FRIENDS?

OUTSIDE OF IMMEDIATE FAMILY, WHAT ARE THEY DOING?

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WHAT'S THEIR WORK LIFE LIKE?

WORKING TOO MUCH/LITTLE, MANAGEMENT, HECTIC, ETC?

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WHAT DO THEY WANT?

LOTS OF MONEY, MORE FREE TIME, TO TAKE OVER THE WORLD?

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WHAT'S HOLDING THEM BACK?

MINDSET, ACTUAL BARRIERS, ETC?

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HOW STRONG IS THEIR DESIRE?

SUPER MOTIVATED, KIND OF INTERESTED, ETC?

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WHO DO THEY GET INFO FROM?

DO THEY FOLLOW ANY PEOPLE OR COMPANIES?

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WHERE DO THEY GET INFO?

COURSES, WORKSHOPS, EVENTS, ETC?

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WHY WOULD THEY CHOOSE NOT TO BUY?

WHAT OBJECTIONS WOULD THEY HAVE?

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WHAT QUESTIONS WOULD THEY ASK?

WHAT DO THEY NEED TO KNOW FROM YOU?

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WHAT VALUES ARE IMPORTANT TO THEM?

RELIGION, PHILOSOPHY, FAMILY, ETC?

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WHAT WOULD MAKE THEM A BAD FIT?

PERSONALITY TRAITS, ROLE, BUDGET, ETC?

TYPE YOUR ANSWER HERE