

## Identifying your Avatar

Your Avatar is your ideal customer. Once you have identified your avatar, you need to focus all your marketing activities at them, to ensure that you attract more of these customers.

Take time to picture your **IDEAL** customer -not all customers are ideal! Be realistic; we all want a customer with an endless bank balance, who pays before the work is done!

By answering all of the relevant questions below, you will start to clarify your avatar. Be aware that you may have more than one avatar for different areas of your business and if so, you will need to repeat this exercise.

### My Avatar:

Business sector .....

Business size .....

Age range .....

What need do they have that you solve? .....

How regularly do they buy from you? .....

Who else are they buying from? .....

What's their priority? Price  Quality  Convenience  Speed  Safety  Security  Packaging

What's their budget? .....

How do they pay? .....

Where are they looking? Trade fairs  Business publications  Web  Social Media   
Networking  Webinars  Forums  Other  .....

What are they reading? .....

What online groups or forums do they belong to? .....

Which events are they attending? .....

What other interests do they have? .....

Describe your Avatar in one sentence: .....

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