



# *Customer* AVATAR WORKSHEET

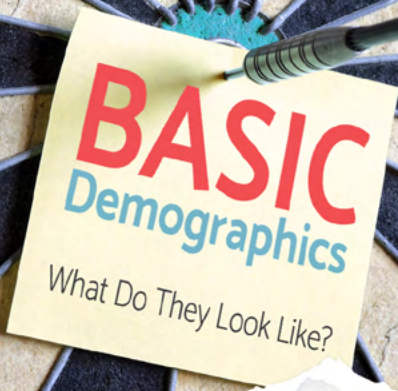
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**WHO IS YOUR BUYER?**



# Find Products or Services That Are Similar to Yours

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2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_



Gender:

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Age:

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Marital Status:

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Children:

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Education Level:

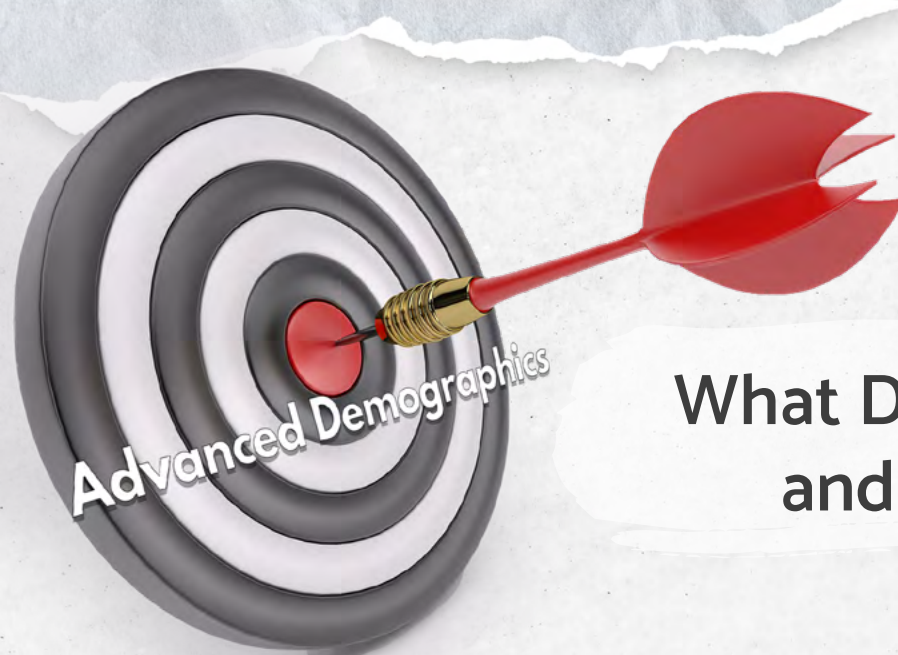
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Income:

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Ethnicity:

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## What Do They Like, Do, and Care About?

What is my Occupation?

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What do I look like? *(Be specific: hair, eyes, body, etc.)*

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Where do I live?

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What kind of car do I drive?

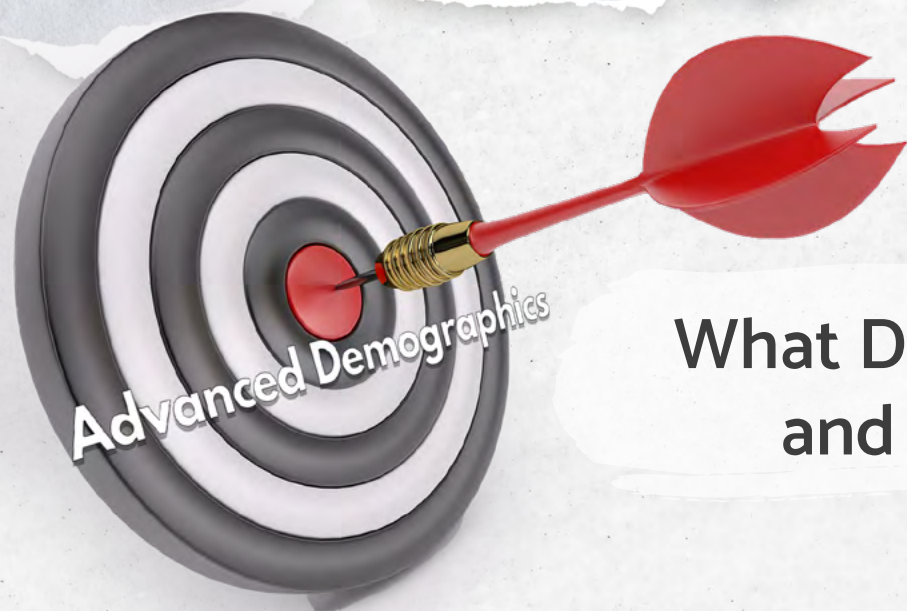
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What do I enjoy doing in my free time?

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What are my political views?

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## What Do They Like, Do, and Care About?

What do I look like to read? *(Books, Magazines, Newspapers)*

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What do I look like to watch? *(TV shows, movies)*

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What do I listen to? *(Radio Stations, Type of Music, Podcast)*

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What is my favorite food and drink?

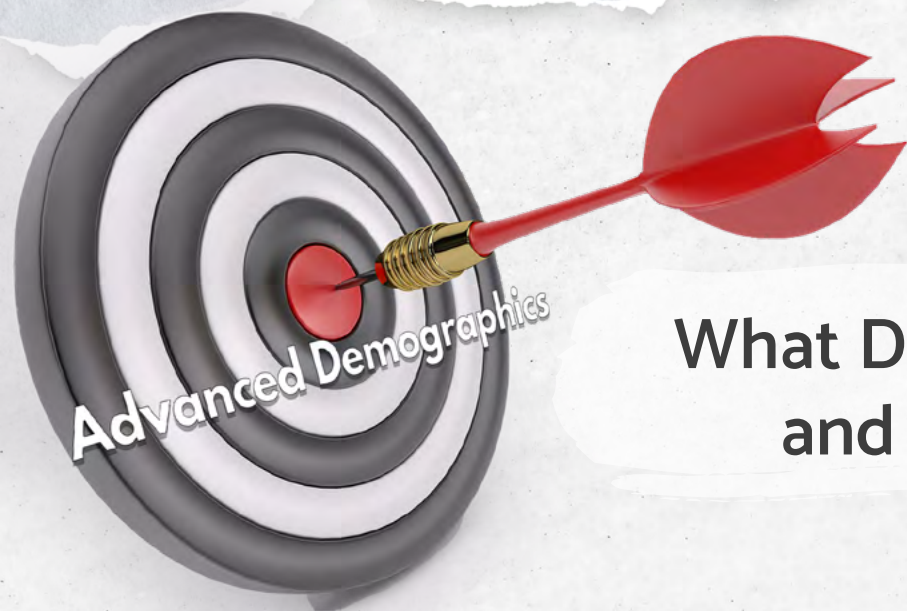
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Where do I normally vacation?

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What is my dream vacation?

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## What Do They Like, Do, and Care About?

What technology do I own and use?

*(PC or Mac, Smartphone, Tablet, E-reader, Video Game Console, etc.)*

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What websites and blogs do I follow?

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What membership websites do I belong to?

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What conferences or events do I attend?

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What organizations am I a member of?

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Who are the experts and teachers I follow?

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# What Words & Phrases Are Your Potential Customers Using?



# What Do They Think, Feel, and Want for Themselves?

What are my dreams and aspirations?

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What do I really crave? *(Go Deeper)*

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What obstacle stand in the way of these dreams and aspirations?

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What are my values?

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What are my strongest desires?

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What do I value the most?

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What do I secretly fantasize about?

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# What is Their Current Situation

What is my current situation (reality) right now?

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What do I secretly fear about my situation?

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

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What do I fear my worst case scenario would be if my situation continues, or gets worse?

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# What is Their Current Situation

What do I secretly hope or wish was different or true about my situation?

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What will I be able to do, get, or achieve if my dream situation comes true?

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How do I feel others will respond if my dream situation comes true?

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What areas of my life will I be more powerful and influential in if my dream situation comes true?

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# What Are Their Fears and Struggles?

What keeps me awake at night?

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What are my biggest worries and fears?

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Are these fears real or imagined?

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What is my most urgent need right now?

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What are my biggest problems or frustrations?

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# What Are Their Fears and Struggles?

What makes me most angry about my problems or frustrations?

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What are the common language patterns, stories, and rationalizations (excuse) I use to explain my problems or frustrations?

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Why would I seek out a solution for my problem(s)?

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If my problem is solved, what ideal result do I want?

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What is my “dream solution” that I would pay almost anything for?

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# How is This Specific to Your Product or Services

What is the biggest problem (pain) I have that can be solved with this product or service?

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What do I really want in relation to what is being offered?  
(Go Deeper)

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What ultimate outcome do I want from this product or service?

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What primary emotion or set of emotions do I feel at the exact moment I'm about to buy the product or service?

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# How is This Specific to Your Product or Services

How do I feel about the industry?

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What is my biggest worry or fear about buying the product or service?

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What is my biggest worry or fear about buying from them, specifically?

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