

# Your Avatar Profile

The ins, outs, and all there is to know about your ideal client

By

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The Avatar Profile

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## Intro

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You've probably heard it a million times – know your target audience.

It's been on the curriculum of marketing 101. The marketing gurus use the jargon in their messages.

But, what does it really mean to know your target audience? And, why is it THAT important?

I've created this cheat sheet for you to really hone in on that ideal person that you are going to set your sites on.

## Demographics

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Demographics is the statistical data about your ideal client/Avatar/Buyer Persona. Demographics helps you understand the broader, more general traits about your Avatar.

Age \_\_\_\_\_ Gender \_\_\_\_\_ Education \_\_\_\_\_  
Income \_\_\_\_\_ Where do they live \_\_\_\_\_  
Marital Status \_\_\_\_\_ Size of Family (Number of Children) \_\_\_\_\_

## Psychographics

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This information delve more into lifestyle, values and concerns of your ideal customer. This will help you understand their personality type and what they're about.

What color hair:

What are their favorite things to read? Magazines? What magazines? “How To” books? Mystery novels?

Do they drink coffee or tea – or neither?

Where do they buy their coffee? Starbucks? 7-11? Dunkin Donuts? A local coffee shop?

Where do they shop for food? Whole Foods? Piggly Wiggly? Safeway? Wegmans? (My personal favorite)

What are their favorite hobbies? Hiking? Jazz dance? Checkers? Oil Painting? Coin collecting?

What are their dreams? Their visions for themselves?

Do they like to exercise? What kind of exercise do they do? Mud Runs? Aerial Yoga? Synchronized swimming?

What are their favorite ways to shop? Online? Big Box stores? Local mom & pop shops?

What type of groups do they belong to? Church groups? Sport groups? Knitting circles? Mom/Dad groups?

Does he have disposable income:

Where does she/he like to take vacation:

How does she exercise (yoga, hiking, running, elliptical):

How does he spend his free time (a couch-potato, cosplay, base-jumping, plays the harp):

Does he commute to work (how long) or work from home:

What kind of pet (if any)?

Is she a logical or a creative thinker?

Where does she like to hang out?

Where does he spend his time on social media?

Where does she find fulfillment in her life? Social? Family?

## Personal Motivators

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These are the things that rev your ideal client's engine. Motivators are very powerful, and have a big impact on buyer behavior.

### Internal Motivators:

Dreams \_\_\_\_\_

Aspirations \_\_\_\_\_

Beliefs \_\_\_\_\_

Psychological \_\_\_\_\_

Social \_\_\_\_\_

Safety/Security \_\_\_\_\_

Self-Esteem \_\_\_\_\_

Personal Development \_\_\_\_\_

### External Motivators:

Fear (Loss of job, relationship, status, or "bad" things happening)

\_\_\_\_\_

Incentive (Rewards, increased income, social standing, "get the girl/guy")

\_\_\_\_\_

Inspiration (Words, emotions & feelings)

\_\_\_\_\_

Goals (Setting goals and intentions)

\_\_\_\_\_

## Influencers

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Influencers are the people or groups that have an impact and influence on your ideal customer. Who are your avatar's influencers?

Coach/Mentor \_\_\_\_\_

Teacher/Educator \_\_\_\_\_

Entertainer/Public Figure \_\_\_\_\_

Family Member \_\_\_\_\_

Business Peer/Manager/ \_\_\_\_\_

Trendsetters \_\_\_\_\_

Activist/Charity/Political \_\_\_\_\_

## Problems & Challenges

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How is his health? Is he in good health? Active? What are his health concerns? Is he concerned about his appearance?

What are her daily concerns? Job? Family?

What's going on in her life? What keeps her up at night?

How will finding solutions to her challenges help her? How will she feel?

Write Your Avatar Profile Here:

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