

Defining Your Customer Avatar

This avatar relates to:

- My entire business
- A particular line of products or services

Specify: _____

Demographics

My customers/clients are most likely to be:

Sex:

- Male
- Female
- An equal distribution of males and females

Age

- Teens
- Young Adults
- Middle-age
- Older adults

Education

- High school graduates or less
- College educated
- Trained in graduate or professional schools

Family Lifestyle

My customers/clients are most likely to be:

- Urban Rural
- Single Married
- Living in a home with children Yes No

Household income level

- At or near poverty level
- Lower middle class
- Upper middle class
- Wealthy

Work Lifestyle

My customers/clients are most likely to be:

- Employed
- Not Employed
- Retired

My customers/clients are most likely to be from the following work classification(s):

- Professional/White Collar Workers
- Technical/Blue Collar Workers
- Business Owners/Self-Employed
- Farmers/Ranchers
- Laborers/Hourly Workers

Shopping Habits

My customers/clients are

- Likely
- Not likely to shop for my product/service on line

My customers/clients are shopping *primarily* for:

- Household or personal products or services
- Business related products or services
- Recreational products or services

My customers/clients are *primarily* looking for

- The lowest price
- Convenient location
- Easy access to my product or service
- Quality, even at a higher price
- Status/prestige of my product or brand
- Reliability of my product or service
- Personalized customer service
- Prompt service/Speed of delivery
- Product Selection/Wide Choice of Products
- Other: _____

Needs

What needs, frustrations, worries, anxieties, or discomforts do these customers//clients face that would make them responsive to what my business offers?

Other Factors:

List additional distinguishing characteristics of your most likely customer/client:

Give Your Avatar a Name: _____