

# Avatar: Who Is Your Customer?



1. Who is your customer?

Give her a name. How old is she, approximately? Where does she live? What is her job title, in what industry? Is she married? Kids? Pets? Hobbies? Healthy?

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2. What worries her?

Think about the things that worry us all: rising prices (be specific, relating this to your service). Bills. Getting enough sleep. Job security. Meeting deadlines and expectations.

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3. What is she afraid of?

Poverty. Failure. Looking stupid. Losing respect. Being forgotten or insignificant. Not making a difference.

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4. What frustrates her?

A lack of time to learn what she needs to know. A lack of understanding of something. Other people. Staff. The boss. Cash flow. Suppliers making promises, then not delivering.

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5. What does she need?

A bit of hand-holding. Clear, detailed instructions. More time. More money. Guidance and accountability. Information and facts.

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6. If you had a magic wand, what would you do for him? What does he really want?

This is the biggie. Remember: people choose to buy what they want, *not* what they need.

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