

Customer Avatar Quickie Sheet

I will name my perfect client

My perfect client is _____ years old and makes _____ per year doing _____. Their highest level of education is _____. They live _____, with their _____. They love to shop at these stores _____

When on social media, they tend to go to these channels most _____. They love to read these books/magazines _____.

They are friends with _____. These things make them happy _____. These things make them stressed out _____.

They are most excited about _____. If they could change one thing about themselves it would be _____. They are most proud of _____. They are most fearful of _____. My product or service will help them to _____.

They will find out about my business from _____.