

Target Market and Customer Avatar Worksheet

This worksheet will help guide you through identifying your target market and most importantly, identifying your customer avatar. Remember, your customer avatar will represent the ideal prospect you have in mind for your business. Here are some common questions you can utilize to help you identify common traits of your ideal customer or business representative. Questions 1-5 will be more generic but will help you start to brainstorm how you will be speaking (terms, phrases, pain points, etc.) to your potential viewers in your videos. Questions 6-12 will be more targeted to really define your customer avatar and make it much more clear and personal (remember you can always think of starting with you and your background when you're creating your Customer Avatar):

Questions to ask:

1. What are their biggest fears/sources of pain?
2. What challenges do they face?
3. What information do they already have revolving around your product/business?
(websites, books, training products, involved in another mlm company, etc.)
4. What other products or services might they be buying?
5. What potential solutions might make their life/situation better?
6. What's the average age?
7. Is the majority male or female?
8. What's their career?
9. What's their average income?
10. Are they married?
11. Do they have children? How many?
12. What interests/hobbies do they have?

Creating Your Customer Avatar:

Now that you've brainstormed and identified both generic and targeted questions about your perfect potential customer, it's now time to create your own Customer Avatar. I've attached an example for you to follow. The more detailed you can be, the clearer of a picture you can create of your customer avatar, the easier it will be to do keyword research and create videos that speak to your ideal customer.

Example Customer Avatar: Target is 35-45 year old Male

Defining who our Customer Avatar is:

John is a 37 year old father of two trying to balance working full time, having a side income through network marketing and being a great husband.

He's stressed out because he works 50 hours a week, his wife (Jenny) works but barely makes enough to cover daycare. They've got good jobs but are in debt (college loans, wedding, house, cars, babies, credit cards). Often stress about being able to ever pay off debt. John feels guilty because Jenny wants to be home full time with the kids.

John can see the value in network marketing, but isn't making any money and is spending his spare time trying to build his business. He has no time to be a good father and husband.

Defining What Customer Avatar is looking for:

John lays awake at night searching online for other biz ops and ways to make more money to allow his wife to stay home full time with the kids and pay off debt.

He'd love to have his wife be home with the kids, retire early from his job, go on family vacations, play golf, be debt free, have a speedy car, spend more time with his wife and family.

John's currently involved in 3 MLMs, trying to make money from each avenue. He's not sure which has the best product. He talked to all of his family and friends and has now come online because there has to be a better way to get prospects.

