

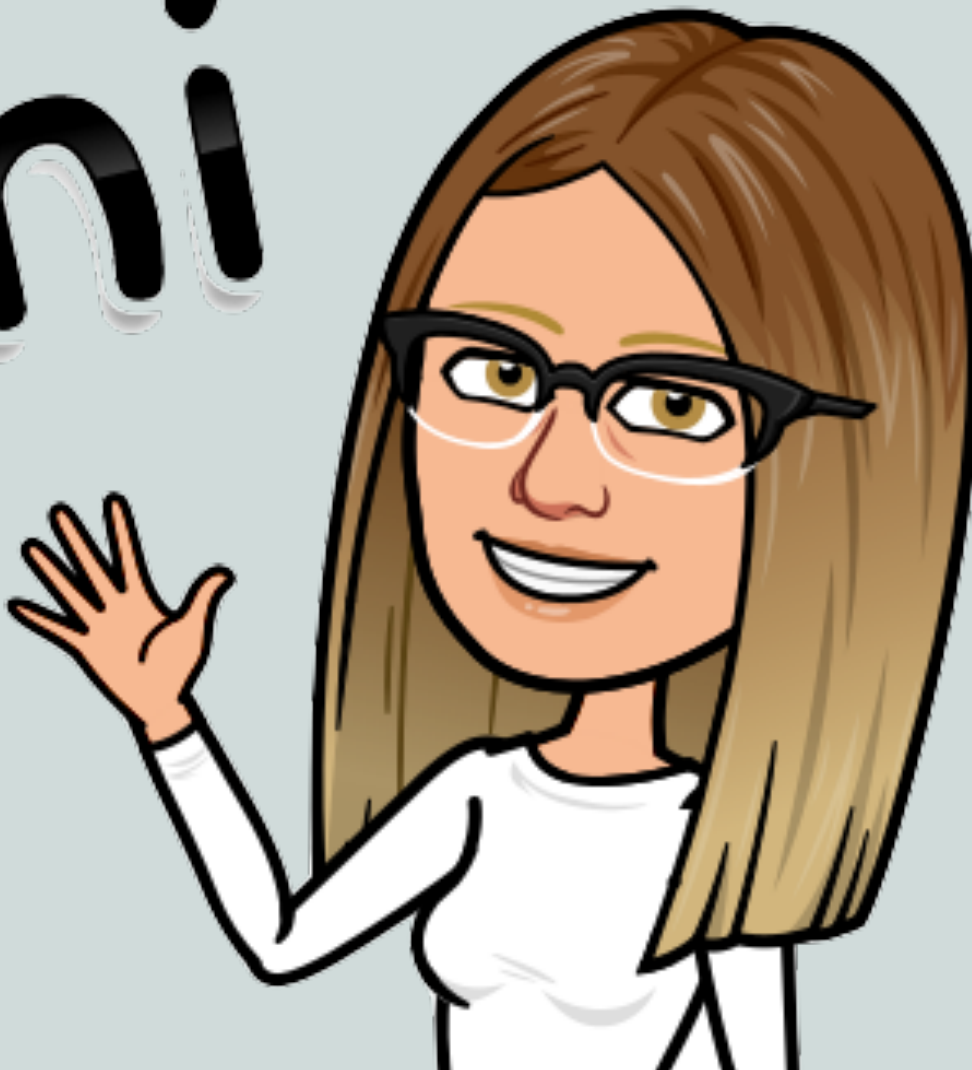


# KNOW YOUR CUSTOMER / KNOW YOUR CLIENT

Build your customer avatar



hi



# BUILD YOUR CUSTOMER AVATAR

**Get clear about what you offer and how you serve your clients. This is information will form the foundations of a meaningful and engaging content marketing plan.**

What problem do you solve, or, what experience do you provide?

Who typically has this problem or is seeking this experience? Complete the avatar details below

Male / Female	
Age	
Geographic Location	
Relationship Status	
No. of Children	
Education Work /	
Employment Status	
Income Bracket	
Interests	
Other	

What is IMPORTANT to this person. Is it spending more quality time with family? Finding a life partner. Health and well being? Socialising with friends? Building the business of their dreams? Financial independence? Freedom to travel the world? Escaping their 9 to 5?

From the above list, what is the MOST IMPORTANT thing to them?

What would you say are their main challenges? E.g. Income, health work / life balance, relationships

How do you think they will feel if you could solve their problem?

If you could wave a magic wand and remove their challenge, how would they, think and feel?

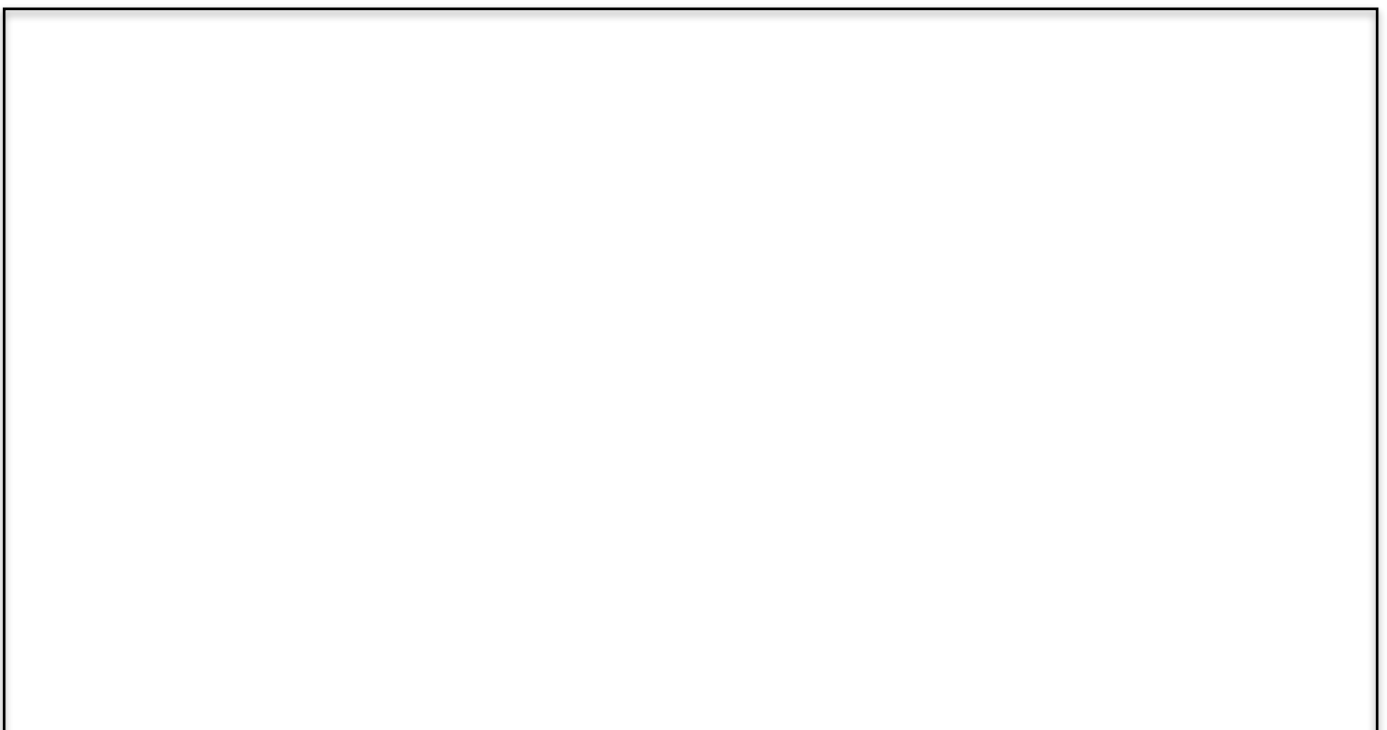
Which Social Media Networks do you know they hang out on?

# YOUR COMPANY VALUES

What are your company values? (what's important to your business?)

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What are your shared values (your company and your ideal customers)?

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I don't think, as business owners we pay enough attention to customer motivations. In other words what pushes them over the edge into making a buying decision.

If we do consider motivations, we automatically default to price. In other words we believe people don't purchase because the price is too high! Sound familiar? So often we fall into the trap of reducing the ticket and offering warm leads recurring discounts.

The reality is, it could be something else that needs to happen.

9 / 10 times, price is NOT a motivating factor. Others are e.g:

- **Greed** - "If I make a decision now, I'll be rewarded."
- **Fear** - "If I don't make a decision now, I'm done for."
- **Altruism** - "If I make a decision now, I'll help others."
- **Envy** - "If I don't make a decision now, my competition will win."
- **Pride** - "If I make a decision now, I'll look smart."
- **Shame** - "If I don't make a decision now, I'll look stupid."

It's important at this stage to get into your customer's mindset. Over the page, are some examples of customer motivations being played back, at a marketing level. These examples will help you to consider how you can tap into these, as you plan your marketing content.



# MOTIVATIONS

MOTIVATION	EXAMPLE	Your Example
<b>Greed</b> - "If I make a decision now, I'll be rewarded."	If you purchase X in the next 24 hours, we'll enter you in our free prize draw to win Y	
<b>Fear</b> - "If I don't make a decision now, I'm done for."	Join today or continue wasting valuable time, money and energy on trying to do it yourself.	
<b>Altruism</b> - "If I make a decision now, I'll help others."	Spend over £100 and we'll donate £10 to X charity.	
<b>Envy</b> - "If I don't make a decision now, my competition / neighbour will look better"	Buy X and be that person in your street that everybody wants to be!	
<b>Pride</b> - "If I make a decision now, I'll look smart."	Think about how great you'll feel from the inside out by switching from dairy chocolate to vegan chocolate. Your friends will be wondering what you did!	
<b>Shame</b> - "If I don't make a decision now, I'll look stupid."	Don't last <a href="https://www.lastminute.com">minute.com</a> it. Buy now and save later.	

**Bring our findings together to complete the following statement...**

My Perfect Client Is \_\_\_\_\_

The niche that I serve is \_\_\_\_\_

My client avatar is aged (try to be specific)

My client avatar is male or female \_\_\_\_\_

My client avatar is single / married / divorced / partnership

My client avatar lives in a (location) \_\_\_\_\_

My client avatar drives a \_\_\_\_\_

My client avatar favourite colour is \_\_\_\_\_

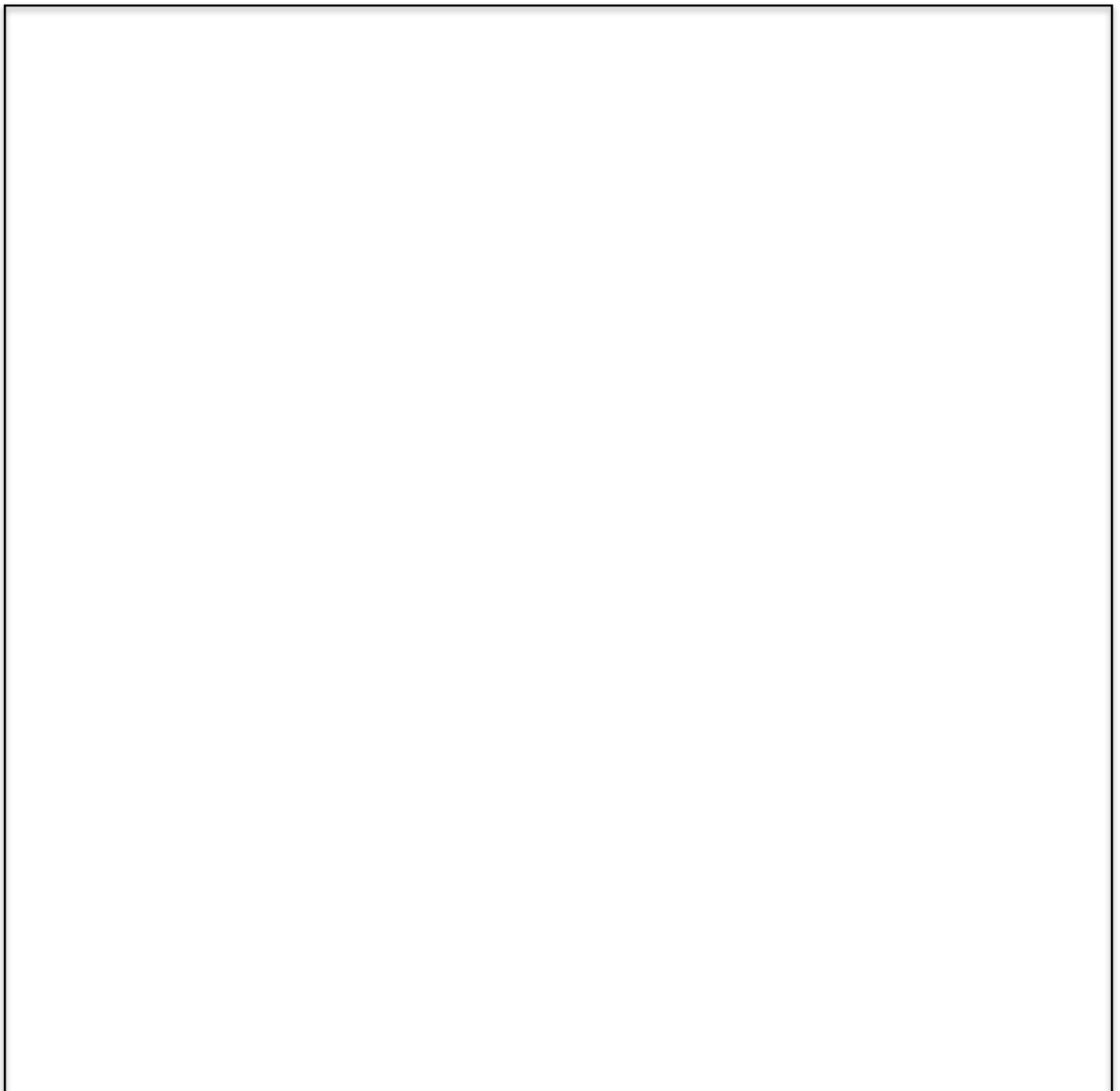
My client avatar has a large / medium / small disposable income



# CUSTOMER TRENDS

Use this section to note any customer trends that you should be aware of e.g. shift towards cleaner living, experiential gifts v materialistic gifting, dairy free, energy saving, online learning etc.

Use the news sites and Twitter to brainstorm the trends that may impact on your niche.



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