

Implementation Checklist

How To Create Your Customer Avatar Step By Step

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Your Checklist

Use this checklist to create your customer avatar.

Most business owners think of their customers as a group of people and communicate to them as a group. This is a deadly mistake. In order to best persuade a large number of people to buy your product or service, you must develop a voice or communication style and sequence that “speaks to” each Prospective Customer in a personalized way. Start by creating a “Customer Avatar” - or a mental image of a person who is a combination of those highly individual characteristics that make up a good Prospective Customer. Then “script” the communication sequence with them, from the CUSTOMER’S point of view.

- Research the most popular avatar profiles and emotional ‘hot buttons’ by careful review of:
 - The top 10 websites in the niche
 - The top 10 best selling products in the niche
 - The opt-in offers of the top 10 suppliers in the niche
 - The sales letters of the top 10 best selling products in the niche

- Speak to at least one person a day for at least 90 days (or 100 people as soon as possible) and asked them about their fears and frustrations, wants and aspirations

- Send “Fears and Frustrations” survey to at least 100 people who fit the avatar
- Identify the common characteristics, themes, stories, words and phrases the avatar uses to describe their challenges and desires