



BUSINESS **STARTUP** BLUEPRINT

CUSTOMER AVATAR

STEP 1 PLANNING

WORKSHEET



A customer avatar is a profile of the type of person who is most likely to use your product or services. This includes details like:

- Demographics (age, gender, etc.)
- Family dynamics (Are they married? Do they have children? etc.)
- Their personality and psychology, including their fears, goals, and pain points
- Where they live
- Their job and income level
- Their behaviors and habits

Templates are available online that you can use to guide you as you develop your customer avatar. Here are some that you can reference:

- [LinkedIn Customer Avatar template](#)
- [DigitalMarketer Customer Avatar worksheet](#)

For many entrepreneurs, the challenge isn't how to create the avatar itself, but how to figure out what their ideal customer looks like. In this worksheet, you'll learn some strategies to define your ideal customer.

Pro Tip: The customer avatar isn't necessarily a profile of your average customer, but instead of the type of person you would ideally like to sell to. Be aspirational with your avatar and think about who your customer would be in a perfect world.

Step 1: Interview potential customers

The best place to find out about your customers is straight from the source. Talk to some people you think might use your product or service to find out what problems your business could solve for them.

You can do this face-to-face by talking to people in your community, or use online forms or surveys to gather information from potential customers digitally.

You can use the space below to write down key information you learn from these conversations.

Step 2: Research typical demographics for your industry or niche.

Loads of data can be found online about people's purchasing habits. Some great places to start when you're looking for this information include:

- [Page Insight by Meta](#)
- [NielsenIQ](#)
- [Nielsen Insights](#)
- [Google Trends](#)

- [The Association for Consumer Research](#)
- [Bureau of Labor Statistics Consumer Expenditure Surveys](#)
- [U.S. Census Bureau American Community Survey](#)
- [The New York Times Consumer Behavior blog](#)
- [Science Daily – Consumer Behavior news](#)
- [The Journal of Consumer Behavior](#)
- [The Journal of Consumer Psychology](#)

You can use the space below to write down key insights or information you learn in your research.

Step 3: Talk to other business owners in your niche.

While your customer avatar may not be the same as those of your competitors, talking to them can still give you some valuable information on what type of person is likely to use your services or buy your products.

Talking to other business owners is also a great way to build your professional network, so you can kill two birds with one stone by integrating this into your avatar research.

Use the space below to write down the key customer information you learn from your competitors.

Reddit has been called the front page of the internet, and it's among the best free market research tools you'll find. The site's thousands of subreddits are each devoted to a specific topic or idea, making it a great place to find a large number of people with the same interest.

You can search for subreddits related to your industry to see what problems or questions people have related to it.

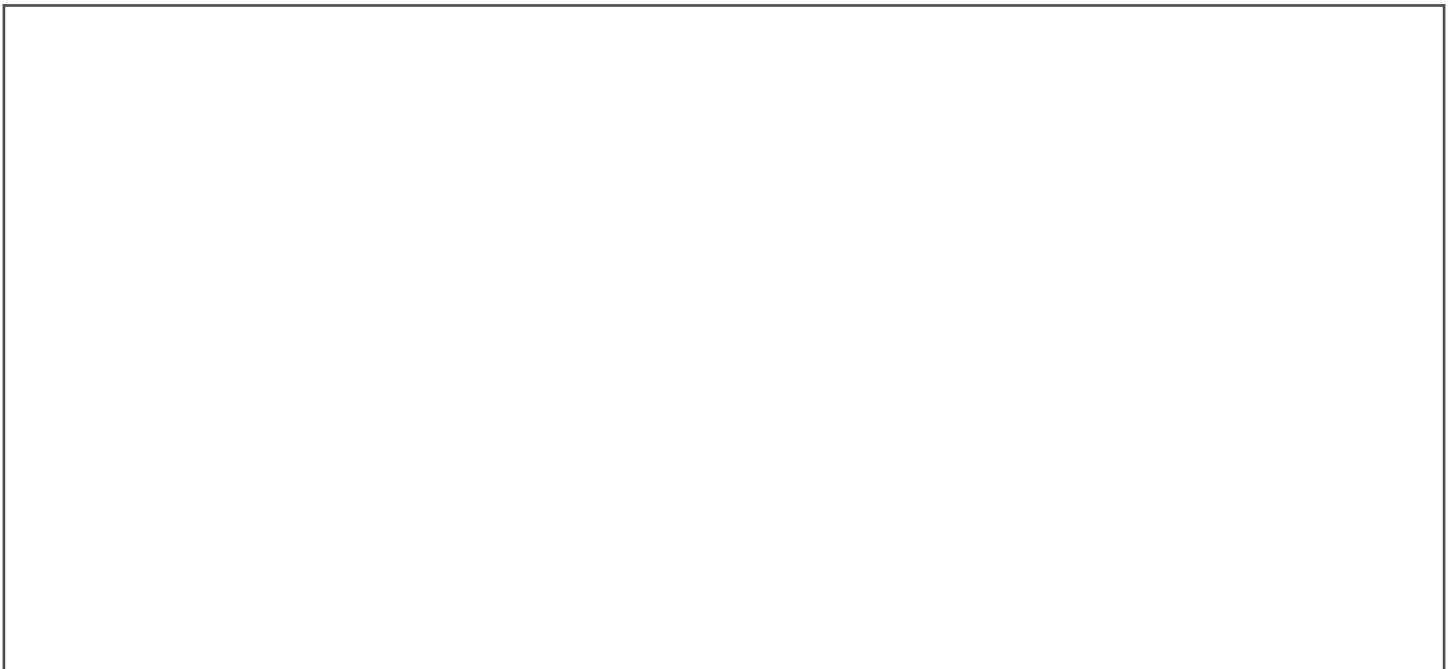
While the platform's anonymity makes it tricky to get demographic information on the subreddit members, you can often get a sense of this information from what they type in posts, and can evaluate their other interests by seeing what other subreddits they subscribe to.

Reddit is the most prominent online forum but it is far from the only option. Quora is another general platform where people post questions and get answers from the community.

Like Reddit, this makes it an excellent place to find out what people's pain points are related to a topic.

You can also seek out forums and communities related to your specific niche or industry to get more insights to flesh out your customer avatar.

As you explore these sites, you can jot down the insights you learn in the space below:

A large, empty rectangular box with a thin black border, intended for the user to write down insights gathered from exploring various sites.

It's always best to base your customer avatar on real data. However, if you can't find information on your target consumer, you can also use your imagination to come up with details of your ideal customer avatar. Then, once your business is open, you can go back and refine this profile to match.

Once you start making sales, you'll have much more concrete information about your typical customer. This can help you to identify the type of person most likely to use your services.

You can build off of that to refine your marketing and advertising moving forward, ensuring you reach the right audience for your business.