



THE

SOCIAL ADS

ADVANTAGE

CUSTOMER AVATAR WORKSHEET

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DEMOGRAPHICS

NOTE: You may not rely on all of these demographic details but it's helpful to fill them all out.

Age:

Gender:

Marital Status:

Children Y/N:

(If So) Childrens' Age Range:

Location:

Type Of Occupation:

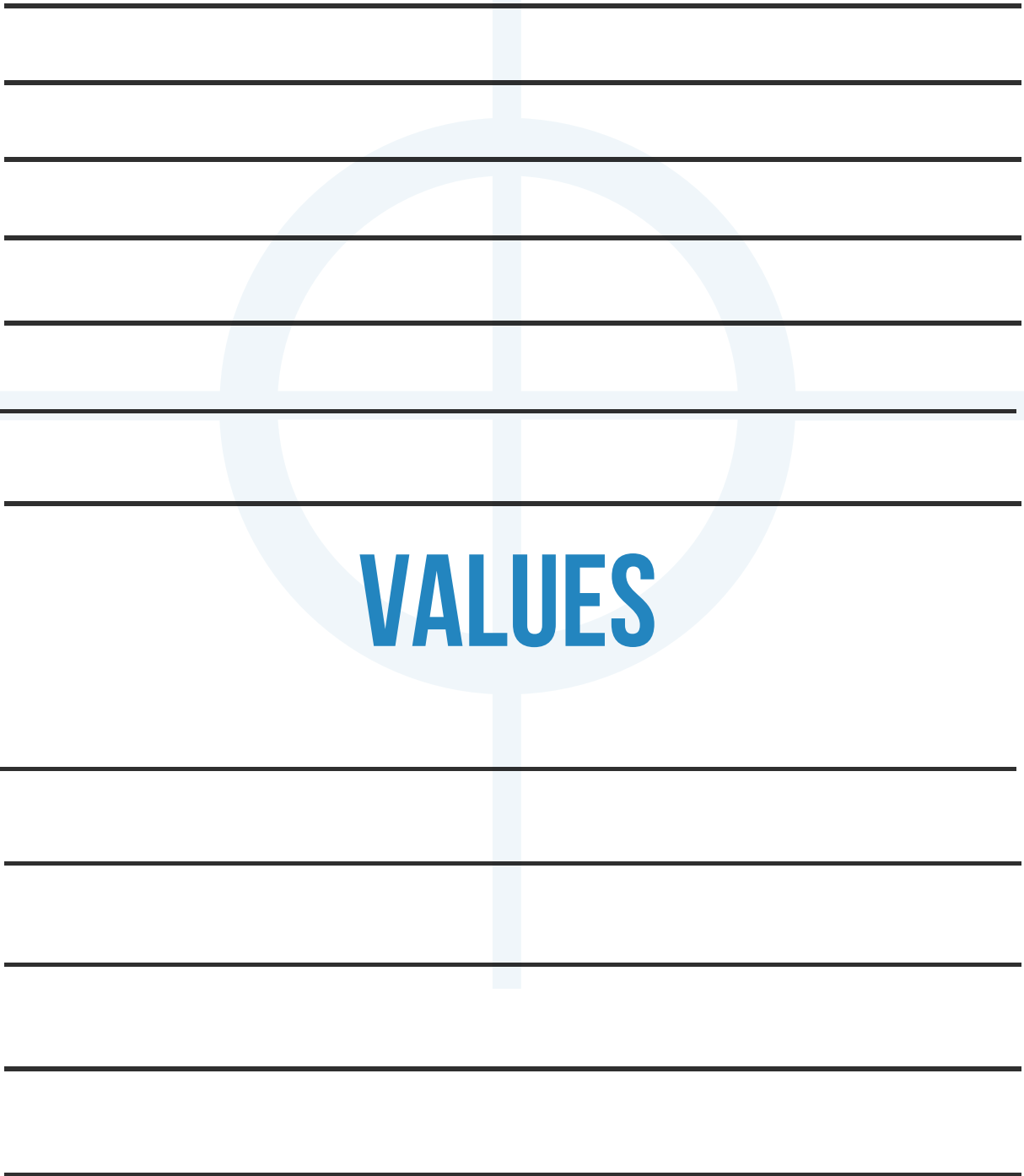
Possible Job Title's:

Income Range:

Other:

GOALS & DESIRES

NOTE: People have many goals and desires, but here you want to make a list of all the goals and desires relevant to the product, service, or opportunity you're offering.



A form consisting of 17 horizontal lines for writing, overlaid with a faint blue circular graphic.

VALUES

CHALLENGES

NOTE: These are the challenges your ideal customer faces relevant to the solutions that your product, service, or opportunity offers.

PAIN POINTS

NOTE: These are the pains those challenges create for your ideal customers.

SOURCES OF INFORMATION

NOTE: People congregate by nature, and the more detailed you get here the easier it will be to figure out “WHERE” your ideal customer, client, or teammate is hanging out online. Remember your customer doesn’t have to have read a book or attended a school. Simply ask yourself, my ideal customer would read _____? And fill in the blank.

Books:

Magazines:

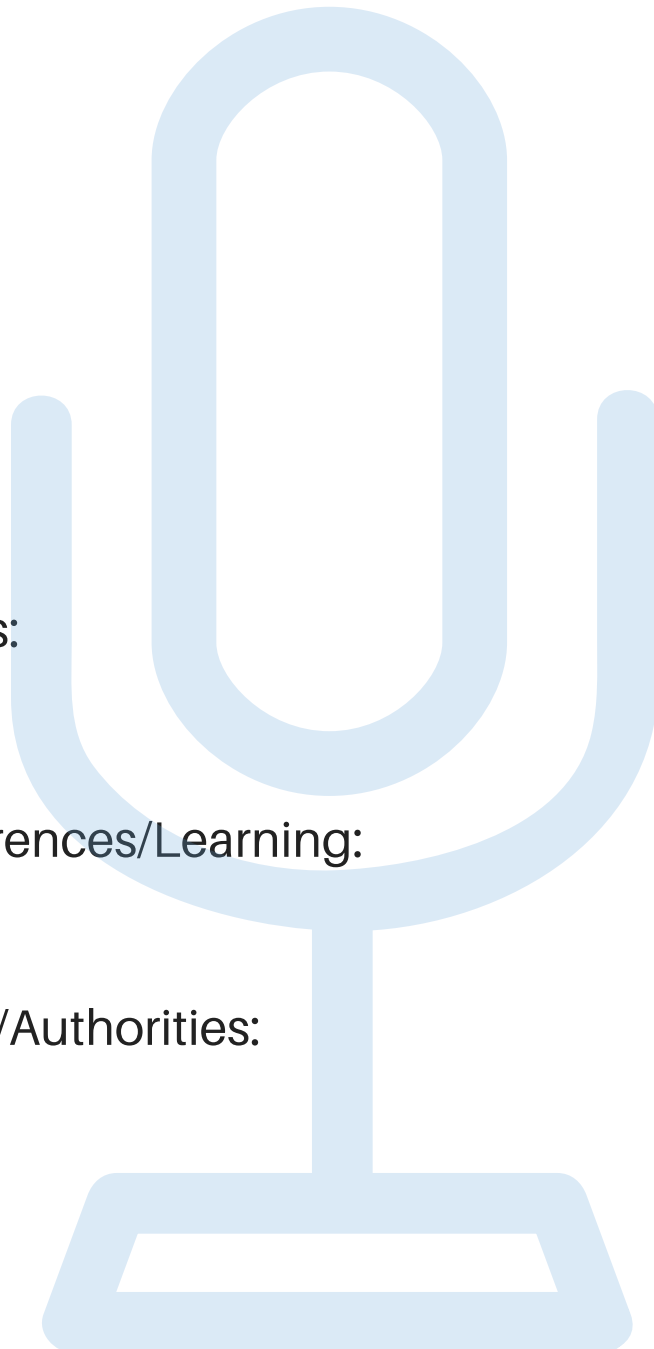
Television:

Blogs/Websites:

Schools/Conferences/Learning:

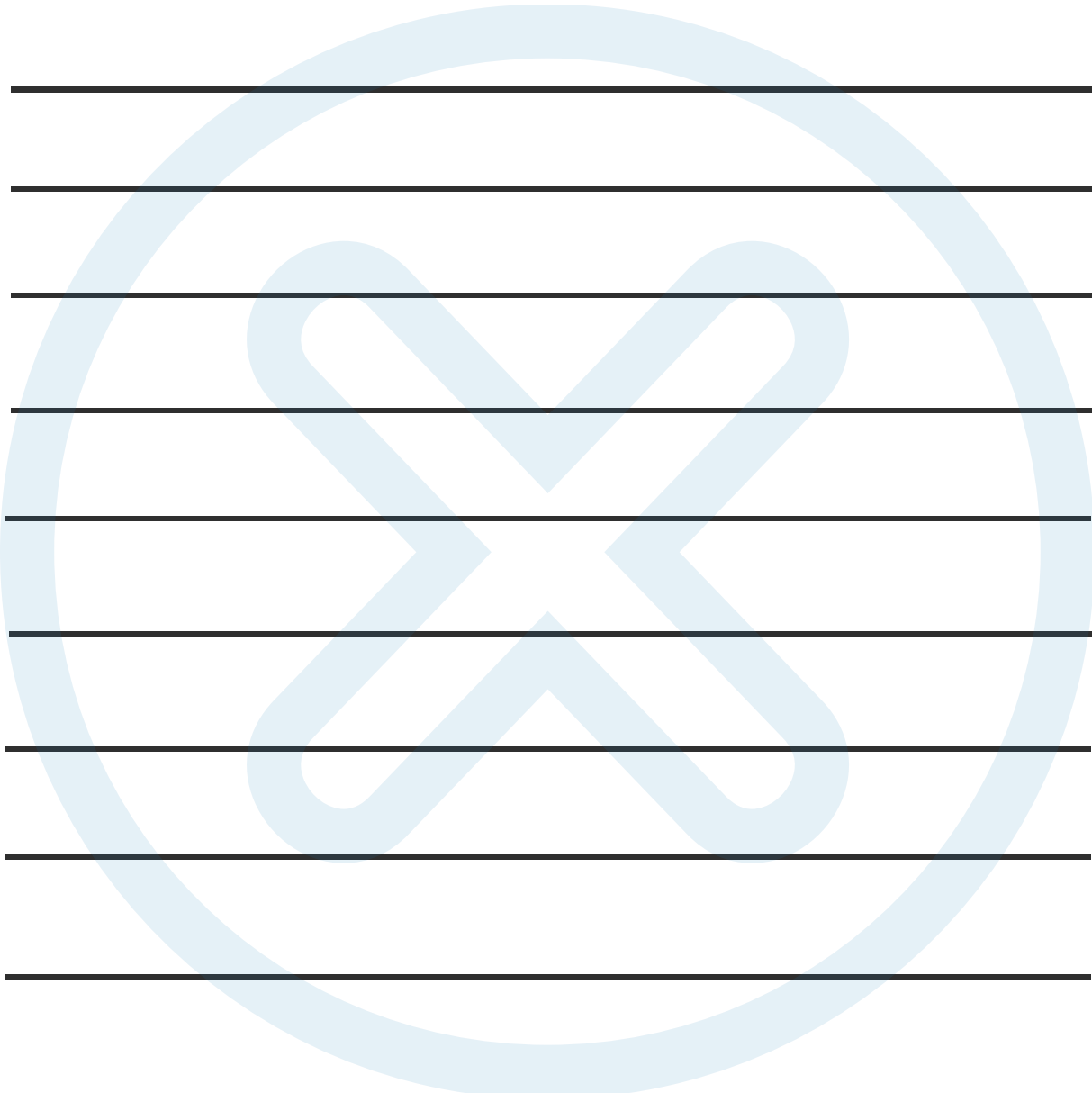
Gurus/Leaders/Authorities:

Other:



OBJECTIONS

NOTE: What are the objections that your ideal customer is likely to put between them and making a decision to buy or join.



BEYOND YOUR CUSTOMER AVATAR

FEATURES

NOTE: The specifics of your product "Is". Example - "18 Different Vitamins" "7 Videos" "Free PDF Download" "Travel Deals". Think what are the different things they "GET"

BENEFITS

NOTE: Benefits are what you're offering "DOES", what are the effects and experiences your client, customer, or teammate will have
