Customer Avatar Worksheet

Part 1 - Write down the basic information about your Customer Avatar.

Name: Henry the Homeowner

Age: 45

Gender: Male

Marital Status: Married

/ Age of Children: 2 Teenagers

Location: Kentucky

Occupation: Salesman

Annual Income: $90,000

Level of Education: Bachelor's Degree

Other Unique Details: Henry enjoys travelling with his family and loves UK Basketball. His home is older construction in a nice neighborhood.

Part 2 - Find a picture and post it here. This will humanize your Customer Avatar even more.

Part 3 - Write two to three words to describe each.

Goals:

Customer wants to…
  a) Save money for his children's college fund
  b) Keep his home and property looking nice and neat
  c) Finish his own Master's degree in Business Administration

Values:

Customer is committed to…
  a) Providing for his family
  b) Excelling in his career
  c) Goes to church on sunday's

Challenges:

Customer is challenged with…
  a) Managing the household budget
  b) Getting the entire family together in one place for a meal
  c) Maintaining career/life balance
  d) There is never enough time in the day to get everything done.

Pain points:

Customer's pain points are…
  a) Fear of something breaking in the home (AC, Water Heater, Etc)
  b) Fear of not earning enough money to support his family's growing expenses

Possible Objections:

a) Too Expensive
b) He could install them himself
c) He might sell the house when the kids go to college

Role in the Purchase Process: Henry is the decision maker
Is your customer the primary decision maker?

<u>Source of Information</u>

Where does your customer spend most of their time consuming content? The News?
Facebook? Websites? Etc.

Henry watches the local news on TV in the evening and thumbs through facebook periodically during the day.