Defining Your Ideal Customer Avatar

This exercise will help you define your Ideal Customer Avatar (ICA). This is the person who wants or needs precisely the services you are offering.

The aim of the exercise is for you to be VERY clear on who it is you are serving and what you can do for them.

Don't be tempted to skip this exercise because it is tough and takes some true reflection. You will be grateful you persevered in the long run as it will safe you so much time.

Exercise

The first batch of questions is to help you get a physical picture of your ICA and get an idea of what their day looks like. It may seem unnecessary, but it is really useful to get an idea of who they are so you can speak directly to them.

Are they male or female?

_____

How old are they?

_____

Are they married, single, divorced, widowed?

_____

If they have children, how many and how old?

_____

_____

_____

What type of education to they have?

_____

Defining Your Ideal Customer Avatar

What do they do for a living?

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_____

How much do they earn?

_____

What does their typical day look like?

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What do they like to do in their spare time?

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The next batch of questions will help you find out where you might find your ICA when you are doing research or finding places to engage with them.

What are their favourite blogs to read or podcasts to listen to? Why do they like them?

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Defining Your Ideal Customer Avatar

Do they use social media and if so where do they hang out?

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Specifically, what groups, might they be part of?

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Where do they physically hang out?

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What is their biggest pain point?

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Defining Your Ideal Customer Avatar

The final questions in this section help you gain clarity around what their problems are and how you can help them.

What are they worried about?

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What keeps them up at night?

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What do they really want?

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What do they really need?

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Defining Your Ideal Customer Avatar

What is their biggest desire in life?

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How can you help them?

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The goal of this exercise is for you to be very clear on who it is you are serving and what you can do for them. Now that you know some intimate details about your ICA it's time to get out there and talk to them, either in person or online.