**Strategic Social Media Programme**

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**Your Customer Avatar**

In all the marketing that we do, we will be directly addressing your “Customer Avatar” as a living, real person, full of excitement, hesitation, fears, desires and more.  Your Customer Avatar (your Ideal Client) is the person who is MOST excited about the product you offer... They read every blog post... They know when your new products are coming out.... They consider buying each one and, when they are ready, they buy your product as a link in a lifelong relationship that.

This Avatar is fictional, in a way, but he/she represents the potentially 100s or 1000s or more very similar people that we will be mapping out.

It’s important that we really get to know this Avatar (there are many people behind his/her profile) - what they respond to emotionally, where they spend time both online and offline, what keeps them up at night and more.

Take your time answering the following questions.  You can research answers, dream them up, journal about them, ask existing customers for answers, dig up answers you may have from complementary programs you have taken a part of, answer with images, videos and more.... Whatever it takes to give a real 360º view on your Customer Avatar.  The material you generate here will seed all marketing copy, sales copy, promotion materials, as well as help you refine and deliver your products and services, AND make your marketing convert.

Feel free to fill in your data in the space below. After you complete this document please attach it to your personal SSM Trello card.

JUST DON’T SKIP ANY QUESTIONS!!!!  :)

Happy brainstorming!

**Profiling Your Customer Avatar (Describing Your Ideal Customer)**

*Think about the customers and prospects you have thus far.  What to the MOST ENTHUSIASTIC of them have in common.  By the MOST ENTHUSIASTIC, I mean the most enthusiastic about your products and services.  Think age, income, education level, stage in life, marital status, career history, aspirations, values, beliefs, lifestyle, hobbies, interests, etcetera....*

*Take a moment to look for images on Pinterest, Google Image or another image search tool....  If you have a Pinterest account, start a private board called “My Customer Avatar” and start pinning images that describe your Ideal Customer (Avatar).  Share this board to Alex Khrapov.  If you do not use Pinterest (which is totally fine) :) , start a Google Doc and just drag images into it or simply attach images to your SSM Trello card.  Share whatever you generate (Pinterest board or Google Doc or Trello).*

*Describe your Customer Avatar so well that you can think like them, speak like them, experience their emotions, step into their shoes and essentially be them.*

NAME:

AGE/GENDER:

HAIR COLOR/EYE COLOR:

STAGE IN LIFE (*married?  divorced?  just out of college?  career change?  first kid?*):

DESCRIBE THEIR HOME/FAMILY LIFE:

RESIDENCE:

INCOME:

OCCUPATION:

PREVIOUS OCCUPATIONS:

DESIRED OCCUPATION:

LIFE BELIEFS:

FAVORITE BOOKS, FILMS, MUSIC:

MAGAZINES SUBSCRIBED TO:

FAVORITE YOUTUBE VIDEOS:

BLOGS AND ONLINE MEDIA FOLLOWED:

PROFESSIONAL CONFERENCES & EVENTS ATTENDED:

DESCRIBE WHAT ‘DOWN TIME/HOLIDAY/VACATION’ IS LIKE:

DESCRIBE WHAT THEIR ‘DOWN TIME/HOLIDAY/VACATION’ ASPIRATION IS:

WHAT’S AN IDEAL WEEKEND?

WHAT ARE SOME GUILTY PLEASURES?

WHO DO THEY IDOLIZE?

WHO ARE THEIR FAVORITE TEACHERS & EXPERTS?

WHAT IS THEIR FAVORITE MEAL?

HOW DO THEY GET AROUND?  BY CAR?  BY TRAIN?  WALK?  BIKE?

**Stepping Into Your Customer Avatar’s Shoes**

Now.... It’s time to actually BE your Customer Avatar.  We’re looking for feelings and emotions here.... Get under your Ideal Customer’s skin.... Look at life through their eyes....

*What primary emotion, or set of emotions, do you as your Customer Avatar feels when you hear about your products and services?*

*What are you, as your Customer Avatar, saying to yourself in your head?  What specific words and phrases are popping up?  What story are you telling yourself?*

*Set a timer for at least 30 minutes and write a journal entry as your Ideal Customer.  Writing for 45 minutes is even better.  Or, even, three days in a row, twenty minutes at a time.  No matter how you approach this, however, DO NOT SKIP THIS EXERCISE!!  :)*

**Uncovering your Ideal Customer’s fears**

*While still in your Customer Avatar’s shoes, what do you secretly fear may be true about the situation you are in?*

*What do you worry about?  What keeps you up at night?*

*What do you not look at because it triggers too much fear/digs up feelings of discouragement?*

*What is the worst case scenario?*

*What is a worst case scenario that’s even WORSE than what you currently imagine?*

*How do you feel others might react if they found out about your situation?*

*What do you fear might fall apart in your life if your situation continues or gets worse?*

*Where will you lose power, influence and control in your life if things don’t change or if they get worse?*

**Revealing your Customer Avatar’s fantasy situation**

*STILL writing from your Ideal Customer’s point-of-view, what do you secretly wish was true about your situation?*

*What do you hope is actually true about your situation?*

*What are you betting on being true about your situation?*

*What is your dream solution that’d you be willing to pay almost anything for?*

*If that could happen perfectly, how would that dream solution unfold?*

*How can things be even better than this fantasy situation that you are imagining?*

*How will others respond once your current situation is transformed into your fantasy situation?*

*What will you be able to do, get or achieve once your fantasy situation comes true?*

*Where will you be more powerful and influential in your life once your fantasy situation comes true?*

**Summary**

PHEW!!!  Great work!  Again, the material you just generated will be invaluable for creating content for your marketing program, as well as help you refine your products and services around what your customer’s really want.  So, good job!!  We’re off to a great start!!  :)