




Customer Avatar Workbook

A workbook to define your ideal target customer.

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Welcome to your customer avatar workbook

To create a brand that's going to work for you long-term, you will need to deeply understand who your audience is and what makes them tick.

This will not only help you while you create your brand, it will prove infinitely useful for you moving forward. You'll be making informed decisions based on your customers needs. Many people find they refer back to this worksheet constantly so take the time now to get it right!

What do we mean by "audience"?

In this instance, your audience will be defined as your **ideal customer**. These

will be the people who have a high lifetime value, they'll be repeat buyers, and will be your brands number one advocates and fans.

You will most likely have customers who don't fit the persona you're going to be defining in this work. That's perfectly normal and to be expected, but we want to make sure we are focusing on just one ideal persona for this exercise. Writing for one person is easier and more effective than trying to speak to multiple people.

PART 1

Who are your customers?

First, you're going to define who your ideal customer is, what they need, and how you can help them. You will be looking at their core values, their dreams, and goals. Later on you will dive deep into their exact demographics.

Describe your ideal customer in one sentence:

E.g. Dog owners who care deeply about the nutrition of their pets.

What problem(s) do your ideal customers have that might lead them to you?

E.g. Supermarket dog food is convenient and cheap, yet has little nutritional value. Our dog food subscription service would provide them with nutritious food at the same price.

How do they see their future if their problem was solved?

E.g. They'd have a happy, healthy pet and a clean conscience.

In one sentence, describe what you sell:

E.g. They'd have a happy, healthy pet and a clean conscience.

How does this help solve your customers problems and align with their values?

E.g. They'd have a happy, healthy pet and a clean conscience.

Using the above answers, have a go at filling in the blanks:

YOUR BUSINESS

helps

TARGET AUDIENCE

with

VALUE

by

YOUR OFFER

Audience demographics

Audience demographics will help with paid advertising campaigns. They may change as you learn more about your audience. If you don't know this information yet, put your best guess down and come back as you get to know your customers. If any question isn't relevant, write N/A.

What is your ideal customer's age range and gender?

What level of education do they have?

Where do they live?

Do they work? If yes, what kind of job do they have?

Do they have any children? What are their ages and genders?

Where do they hang out online?

What blogs or news websites do they read? Are they active on social media? Which platform(s)? What newsletters do they sign up for?

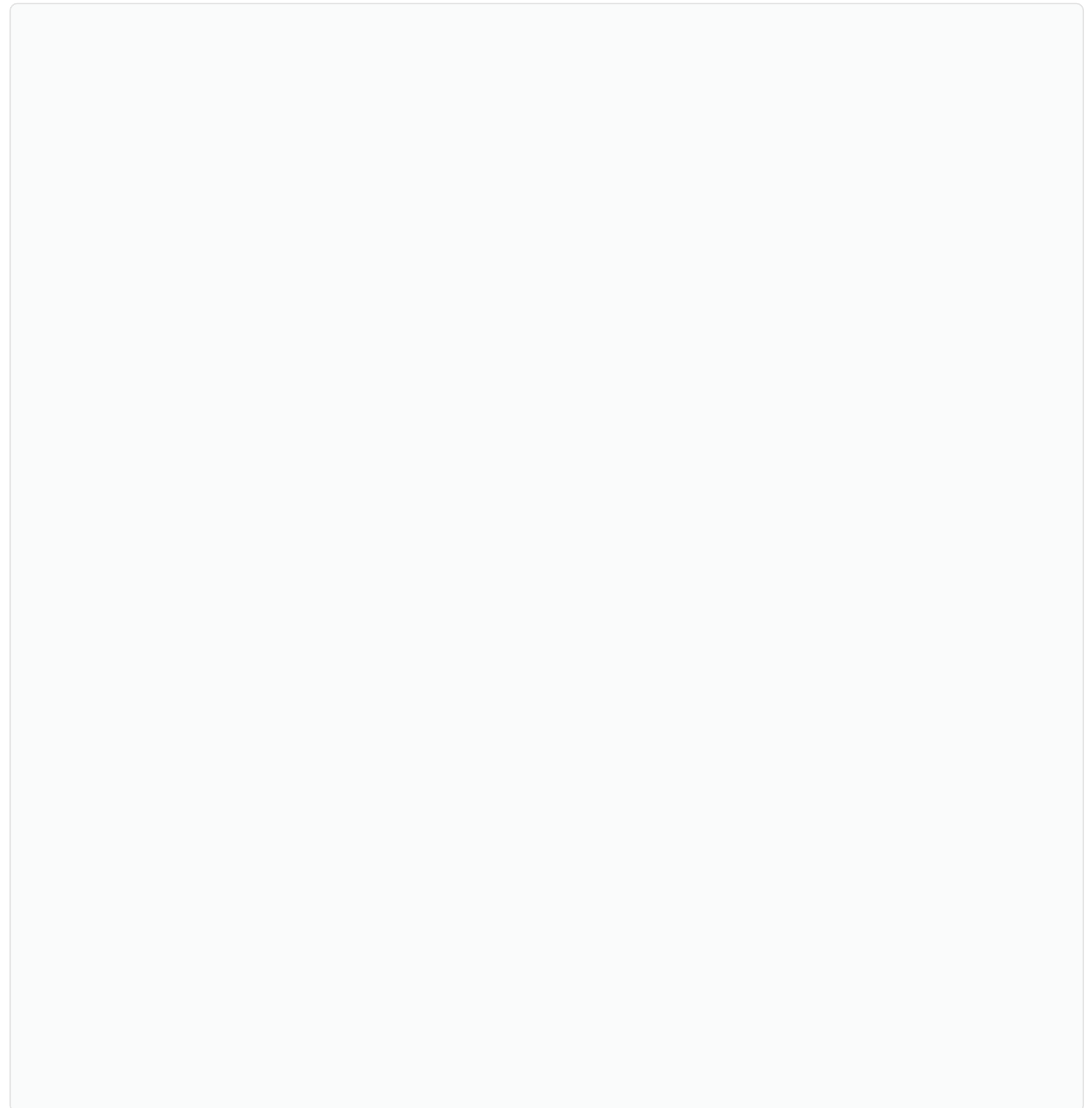
Where do they hang out offline?

How do they spend their spare time?

Notes

Use this page to brainstorm anything and everything related to your target audience that wasn't covered in this workbook. Ideas include:

- ✓ Extra information or observations about your ideal customer
- ✓ Sub-groups or niches that your customer belongs to
- ✓ Where you might find them online or offline and how you can engage them
- ✓ What kind of voice should you be using (formal, informal etc.) any phrases that they gravitate towards?
- ✓ Any marketing ideas or miscellaneous thoughts





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You did it!

Now that know who your Customer Avatar is, it's time to start building relationships with them.

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