



Customer Avatar Template

Think about your ideal customer. Get inside their head. Who are they and what do they like to do? Consider who that ideal client is as you complete the following form. Get as specific as you can. This will help set the tone for your brand's voice and allow your brand to connect at the emotional level.

Demographics

Gender _____

Ethnicity _____

Occupation _____

Income level _____

Education level _____

Home ownership _____

Marital status _____

Family size _____

Life stage _____

Health profile (if applicable) _____

Psychographics

Personality traits _____

Lifestyle _____

Attitudes _____

Beliefs _____

Values _____

Habits _____

Preferences _____

Activities and Interests _____

Geography

City/town they live in _____

City/town they work in _____

Media Usage

Where do they go for entertainment? _____

Favorite news outlets _____

Favourite podcasts _____

Favorite books _____

Which device — old school TV, phone, laptop, or tablet? _____

Apple or PC? _____

Select from the following:



Other: _____

Pain Points & Goals

What are their goals? _____

What keeps them up at night? _____

What challenges do they face? _____

What problem(s) do they need solved? _____
