



# 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, we need to deeply understand who your audience is and what makes them tick.

This will not only help us during the branding project, 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 let's 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 1 advocates and fans.

You will most likely have customers who don't fit the persona we're going to be defining in this workbook. 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.

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

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Describe your ideal customer in a couple of sentences:

E.g.

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

E.g.

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

E.g.

In one sentence, describe what you sell:

E.g.

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

E.g.

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

[Your business] helps [target audience] with [value] by [your service or product].



Let's try to define your audience demographics. This will help with paid advertising campaigns and may change as you learn more about your audience. If you don't know this information, put your best guess down but be prepared to come back and refine as you get to know your customers. Some of these questions may not be relevant. If that's the case, just write N/A.

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

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?

What level of education do they have?

(Include icons for Facebook, Twitter, LinkedIn, Pinterest, TikTok and a space to write the answer)

Where do they live?

Do they work?

Where do they hang out offline?

What type of job do they have?

How do they spend their spare time?

Do they have any children?

What are their ages and genders?



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

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- 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