Module 15, Lesson 4 Handout:

Customer Avatars

Building a successful business isn't just about *creating* the perfect product or service, it's also about knowing who your ideal customer is that will actually *buy* your product or service. In this exercise, we'll help you identify exactly who this customer is, so you can then go out and target them effectively.

Now, in a perfect world everyone would buy your product. But, that just isn't realistic. As we mentioned in the video, one of our favorite sayings is: "You cannot boil the ocean." This means no product or service is perfect for every single customer on the planet, and it's ok to carve a niche for yourself.

How niche you want to be is ultimately up to you. Here is a spectrum example: You could open a family friendly gym that appeals to a wide variety of people, or small neighborhood gym specifically for the over 50 crowd, or a small boutique personal training studio that focuses only on competitive bodybuilders. Each example targets a smaller pool of people, and the rates for each service may differ greatly. A family may not want to spend very much on a monthly membership, but their volume may be higher. A competitive bodybuilder might be willing to spend more for personalized experience and expertise to reach their goals, but the volume at this gym may be lower. Where do you want your business to be on the spectrum of customer appeal? Do you want to target a large group of people, or a smaller more niche group? Let's start there.

Check the boxes that make the most sense for your business and goals.

SIZE / CUSTOMER / RATE SUMMARY			
BUSINESS SIZE	LARGE	MEDIUM	SMALL
CUSTOMER BASE	WIDE	MEDIUM	NICHE
RATES	$	$$$	$$$

Now, let's pretend you could only ever pick 5 people to be your customers. These are the people that will make or break your business, and you need to know exactly who they are and what they are like so that you can go and find them! What characteristics would those 5 people have?

Create your 5 Ideal Customer Avatars below.

CUSTOMER AVATAR #1	[Paste image here]
NAME	
GENDER	
AGE	

the NUTRITIOUS LIFE *studio*

PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	
THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

NUTRITIOUS LIFE

the NUTRITIOUS LIFE studio

CUSTOMER AVATAR #2	**[Paste image here]**
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	
THEIR GOALS	

THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

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CUSTOMER AVATAR #3	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	

NUTRITIOUS LIFE

THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

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CUSTOMER AVATAR #4	**[Paste image here]**
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	

THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

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CUSTOMER AVATAR #5	[Paste image here]
NAME	
GENDER	
AGE	
PROFESSION	
MARITAL/FAMILY STATUS	
WHERE THEY LIVE	
EDUCATION LEVEL	
INCOME LEVEL	
PERSONAL INTERESTS	
BRANDS THEY LOVE	
COMPETITORS THEY ALSO FOLLOW	

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THEIR GOALS	
THEIR FEARS/PROBLEMS	
WHY THEY LIKE YOUR BUSINESS/PRODUCT/SERVICE	
ANYTHING ELSE PERTINENT	

One thing to consider once you complete this exercise is, do you like your ideal customers? Can you imagine talking to them, engaging with them, helping them? If you realize through this exercise that your ideal customer who will actually buy your product or service is not actually someone you intended to target, or who may not value you, then you may need to reconsider your product or service, or why this imbalance exists.

Now, the second part of this exercise is to translate this to real life. Are there people you already know who fit into one of your Customer Avatars? Can you interview them and find out whether or not they would indeed buy your product or service, and if not, why?

Use this time to talk to your real potential customers who fit into your avatars and collect information that will help you decide if you're on the right track with your product, service, marketing plan, pricing plan, branding, and overall communications.