
Module 15, Lesson 4 Quiz:

Customer Clarity

1. What is a customer avatar?
 - a. A superhero version of your actual customer
 - b. A detailed profile of your ideal customer**
 - c. A customer who will never buy your products
 - d. A product made for your ideal customers

2. The 4 keys to growing your audience are:
 - a. Know Them, Ask Them, Sell Them, Help Them
 - b. Know Them, Need Them, Be Them, Be Helpful
 - c. Know Them, Nurture Them, Be Them, Be of Service
 - d. Know Them, Nurture Them, Be You, Be of Service**

3. Brands you initially think of as a competitor often turn out to be great partners.
 - a. True**
 - b. False