

Who is your Perfect Customer (avatar)?

Identify the following points of your perfect customer:

- Gender
- Age
- Location (country / city based / international)
- Income
- Marital status
- Do they have children
- Describe their lifestyle

- Business owner/employed/unemployed/student

- Health status – unhealthy, fit, have a particular disorder etc.

- Diet – junk food/vegan/veggie etc.

- What restaurants do they like? what do they do for entertainment?
- Where do they shop? (favourite stores/brands)
- What are their hobbies & interests?
- What do they read? (newspapers/magazines/books)
- What are their top Values?
- Are they technology savvy? What tech products/software would they use?
- What TV programs would they watch – if at all?
- Do they exercise?
- How do they relax?

If they are in business, describe their:

- Industry
- Who do they sell to?
- Annual Revenue
- Number of employees
- Location

- What are the qualities, attributes, and characteristics of your perfect customer?

- What makes your perfect customer tick?

- What do you want your perfect customer to expect of you?

- What is your Perfect Customer's "perceived" need? What problem do they already know they have, and want solved?

- What specific emotions are they feeling with this great unsolved problem?

- What are the other solutions to their problem for sale in the market place? Why don't those solutions work for your perfect customers?
- How do they want their problem solved and their solution delivered to them (video, books, manuals, face to face coaching, mp3's, retreats)?
- What are their fears, frustrations & challenges?
- What transformation in themselves and/or their business can your customer expect from buying your product? What specific and measurable change can they expect? How is that transformation measured?
- What are the Big, Bold Benefits of your product?
- What are the features of your product? Give the description and bullets of what they are going to get in each module or item.

- What are the objections that they might have to buying from you?
- What proof do you have that your product works? This is essential. As the saying goes, “No proof, no launch.” Proof can be direct and/or implied. The greater your proof the greater your sales.

Please list at FIVE case stories of clients with specific and measurable results.