



Guide to creating your CUSTOMER AVATAR

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YOUR AVATAR = YOUR IDEAL CUSTOMER



The key to closing sales and gaining loyal customers: Understand who you're speaking to

Use this guide to create a customer avatar for each of your target markets. To market a product or service properly, the first thing you must do is get clear on WHO your ideal customer is, where they are hanging out, what their challenges are and more.

Building a customer avatar (some call it a buyer persona) would have a huge impact on your marketing. If you're marketing to everybody, you're selling to nobody.

This guide will assist you in every aspect of your marketing and sales process. Work through each section and discover what your ideal customer is like. The results will help you with:

- **Content Marketing:** What blog posts, videos, podcasts, Lead Magnets, etc. should you create to attract and convert your avatar?
- **Paid Traffic:** Which ad platforms should you buy traffic from, and what targeting options should you use?
- **Product Creation:** What solutions is your avatar searching for?
- **Copywriting:** How should you describe offers in your email marketing, ads, and sales letters in a way that compels your avatar to buy?
- **Email Marketing:** Which avatar should receive a specific email marketing campaign?

Any part of the marketing and sales process that connect you to your customer (which is pretty much EVERYTHING) will improve when you get clear on your customer avatar.

After all, it's the person who buys our products and services. It pays to get clear on the characteristics of that person, so you can find and present them with a message that moves them to action. If you are not clear on why this is important stick with me, it will become clear soon.

WHAT IS A CUSTOMER AVATAR?



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A customer avatar, or buyer persona, is a fictitious representation of someone who has done business with you.

An 'ideal' customer is one who had a successful visit to your business and is beyond happy with your product or service. Their visit was completed without undue stress or frustration for them, or you and your team.

These customers are happy to spend money with you, are looking for exactly what you offer, and spread the word about your business without needing to be asked.

They have a problem, and you have the ideal solution.

In April of 2018, Women on the Rise NY, Inc. introduced a new offer.

We began selling a new type of digital marketing service: **Social Media Management.**

This new service included creating social media analysis, content development, social media templates and post management.

A new product means a new ideal customer. And, a new ideal customer means a new customer avatar must be built.

We defined three distinct buyer personas:

The Marketing Agency Owner: interested in outsourcing the services he can offer his clients to focus his skills on what does best.



The Employee: interested in growing her personal brand to distinguish herself at her place of employment or to secure a new job or promotion within her existing job.

The Business Owner: interested in growing her business to sharpen her own marketing skills and the skills of her internal marketing team members.

As a result, three new "Customer Avatars" were created.

WHY IS A CUSTOMER AVATAR IMPORTANT?

Who you market your business to will determine your level of success. You want 'ideal' customers: the people you really click with, who appreciate your services, are happy to spend money with you, and who will spread the good word to friends.

Marketing your business isn't about trying to convince everyone that you are the right choice for them. It's about knowing you're the right choice for a certain type of person, and then marketing to them specifically.

In the hair and beauty industry you're selling time and skill. If your calendar is looking full, then that's great — but is it filled with the right type of customer?

Filling your schedule with 'ideal' customers, who are willing to spend more per appointment, is going to increase your bottom line..

This workbook will give you the tools to identify your ideal customer avatar so that you can make more money.



Identify your ideal Customer Avatar

BENEFITS OF DISCOVERING YOUR IDEAL CUSTOMER AVATAR

Businesses find success because they solve a specific problem for people. The more detail you can uncover about your customer avatar, the better you can understand the person you are trying to help.

Know what to offer.

In the hair and beauty industry you're selling time and skill. If your calendar is looking full, then that's great — but is it filled with the right type of customer?

Defining a customer avatar helps answer any questions concerning your products and services.

- What solutions are your ideal customers searching for?
- What are their pain points?

Once you can answer these questions, you'll know where to direct your product or service development.

When you know how you can truly help your ideal customer, it's time to communicate this to them.



*Communicate to your ideal Customer Avatar
How you can help them?*

KNOW WHO YOU'RE TALKING TO

An ideal customer avatar gives your marketing content direction. If you don't know who you're talking to, how will you know what to say?

Knowing your target demographic is especially useful when choosing targeting options in ad platforms like Facebook..

When writing content, email, or sales copy, it can be beneficial to simply write as though your avatar were sitting across the table from you. Demographic information like age, gender, and location, will help bring your avatar to life.

Once you've established a customer avatar you'll have a point of reference to answer the following questions:

- Where should you advertise to maximize exposure to your ideal customer?
- What types of advertisements typically affect your ideal customer?
- What vocabulary and tone should you use in your marketing efforts?
- What story should your marketing content tell?



Know your ideal Customer Avatar for right marketing content direction

IDENTIFYING YOUR IDEAL CUSTOMER AVATAR

Before we get started, ask yourself two things:

1. Who do I want to do business with?
2. Who do I best serve?

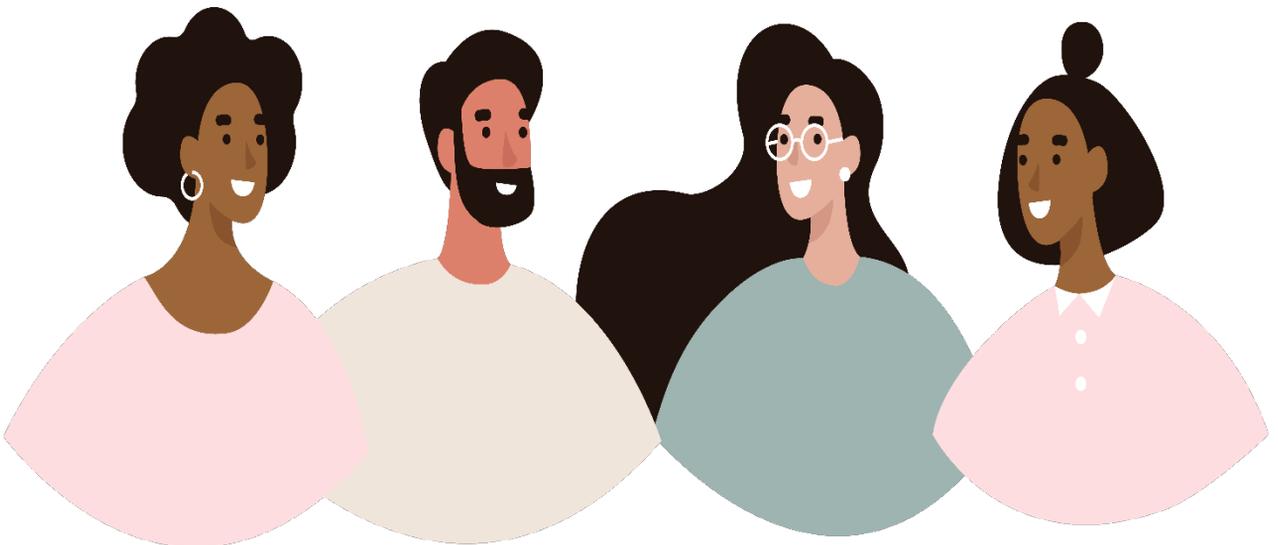
Think about who your favorite customers are.

Chances are they:

- Spend lots of money
- Don't complain
- Visit regularly
- Spread the good word for your business

The core of any customer avatar is the basic information; this helps to make them real and will form the foundation for you to visualize them. Next we'll look at the traits your favorite customers possess.

Identify your ideal Customer Avatar



BASIC CUSTOMER DATA

Go through your customer records and find the common threads that run through them. And if you don't know these things about your customer it's time you begin collecting this information.

- **Name**
- **Age**
- **Gender**
- **Education/qualifications**
- **Occupation**
- **Average annual income**
- **Location**
- **Marital status**
- **Number and age of children (if any)**
- **Interests/hobbies**



Now you've got a basic customer avatar, but it's worth digging a bit deeper.



DEEPER INSIGHTS

Personal goals

Consider where they're at, as this may determine a look or style that they're seeking.

- What are their ambitions?
- Perhaps in their work or personal life?

Personality traits

Understanding clients helps you to know the best way to communicate with them. Think about how your client acts OUTSIDE of the salon.

- Are they shy? Outgoing?
- Do they prefer to come to the salon to relax and have time out? Or is it a social outing?



CORE VALUES

Core values are the fundamental beliefs of a person. They highlight what we stand for. Values guide our behavior, providing us with a personal code of conduct.

They can represent our unique, individual essence. When we honor our personal core values consistently, we experience fulfilment. You built your brand based on your core values that connect you to your ideal client.

- What is important to your client?
- What is their outlook on life?

Challenges and pain points

Knowing your avatar's challenges or pain points is key. When you know what people need, you can offer a strong and sound solution that will be more likely to sell.

- What does your client struggle with?
- What are they trying to solve by visiting you?
- Dry hair or skin?
- Improved self-esteem?
- Or they're ready for a total transformation?

**Unsure on what the answers are?
Ask them!**

- Take a customer out for coffee and a chat
- Send out surveys via email



When gathering data from those who identify as your ideal clients, ask them **WHY** they come to you. Don't just ask why they like you. You need to know how you solve their problems.

OBJECTIONS

Understanding your customers doesn't mean just know what they love; it also means understanding what would turn them off from your product or services.

For example

If your business identifies itself as eco-friendly and organic, and your customers' beliefs are aligned, then you wouldn't start advertising a deal you had on a chemical-filled product line.

Don't contradict your business ideologies by offering a service, product or deal that goes against your values.

It's constant

Like any marketing effort, customer avatars need constant improving and refinement. What may have worked well last year may not be as applicable looking forward.

Keep alert to client's needs and changing trends, ask questions and continue to think about how you can best solve your customers' problems!



WHAT TO INCLUDE IN YOUR CUSTOMER AVATARS WORKSHEET

There are five major components to the customer avatar. In some cases, you'll need to survey or have conversations with existing customers to accurately flesh out your customer avatar.

In other cases, you'll be intimately familiar with the characteristics of your ideal customer.

In any case, move forward. Don't wait for surveys or interviews to be conducted to create your first draft of an avatar. Make assumptions where you have no data or feedback and put it on your short list of to-do's to complete your research.

In the meantime, you'll begin getting benefit from an avatar built from the assumptions you've made based on your own core values. Sometimes we are our own avatars, especially if you created your product or service to solve a problem you were facing.

Let's look at each section of the Customer Avatar Worksheet.

1. Demographic Information

Applying demographic information will bring your customer avatar to life.

While the usual demographics are critical, the exercise of filling in the "Quote" field can be particularly helpful to "get inside the head" of your ideal customer.

The demographics are another useful part of the Customer Avatar when choosing targeting options in ad platforms like Facebook.

And, when writing content, email, or sales copy, it can be beneficial to simply write as though your avatar were sitting across the table from you. Demographic information like age, gender, and location will give your persona a look and feel.

2. Goals and Values

We begin with the goals and values of your ideal customer.

Make note of the goals and values that are relevant to the products and services you offer. You'll use this information to drive...

- Product creation
- Copywriting
- Content marketing
- Email marketing

We know, for example, if we know that a Business Owner is interested in "increasing their presence on Instagram."

WHAT TO INCLUDE IN YOUR CUSTOMER AVATARS WORKSHEET

As a result, we could draft an email to this avatar that promotes our Social Media Management with the subject line:

Need Social Media Management to grow your Instagram?

That should get the Business Owners attention.

3. Sources of Information

This section of the Customer Avatar Worksheet is critical to determining the “where” of your customer avatar.

You will determine the best places to advertise and the targeting options you’ll use to reach your avatar by listing where they get their sources of information.

To fill this section out, narrow down your customers as much as possible. To do so you’ll simply complete sentences like these...

My ideal customer would read [BOOK].

My ideal customer would subscribe to [MAGAZINE].

My ideal customer would attend [CONFERENCE].

Are you getting the picture?

The idea is to find the niche books, magazines, blogs, conferences, gurus, etc. your ideal customer would be attracted to.

For example, if you are in the golf products market—you wouldn’t want to assign Tiger Woods as a guru. Tiger is someone that golfers are familiar with... but so is everyone else.

Instead, choosing a more niche golfer like Rory McElroy will allow you to hone in on your ideal customer—and exclude everyone else.

When buying traffic from ad platforms like Facebook, you’ll often be able to laser target your audience by focusing on these niche interests—while excluding less than ideal prospects.

4. Challenges and Pain Points

This section will drive new product/service development as well as the copywriting and ad creative you’ll use to compel your ideal customer to action.

When selling your services to the Marketing Agency Owner, for example, we would do well to build solutions to her challenges and pain points and use language that addresses them in our marketing messages. For example, our sales letter should include copy like...

WHAT TO INCLUDE IN YOUR CUSTOMER AVATARS WORKSHEET

Are you tired of losing proposals simply because you don't offer Social Media Management services to your clients? Outsource your social media management services to Women on the Rise NY, Inc.

Copy like that will get a response from the Marketing Agency Owner because it is specific to one of his pain points.

5. Objections and Role in Purchase Process

Why would your customer avatar choose NOT to buy your product or service? These are called "objections" and they must be addressed in your marketing.

For example, if we know that the Marketing Agency Owner is concerned with the amount of time his team members will be "out of pocket" to manage their client's social media; we might send an email with a subject line like...

Social Media Management Done for You

You must also determine your avatar's role in the purchasing process. Are they the primary decision maker? Are they a decision influencer?

Understanding your ideal customers' decision-making process is paramount to the success of your marketing and sales campaigns.

Build Multiple Avatars

Start by building a single avatar. But don't stop there.

Once you get the hang of it, you'll be churning out multiple avatars representing the different segments of your market.

Don't go overboard, but any lucrative market segment with a distinct set of goals, sources of information, pain points, etc. is deserving of a customer avatar.

Use the Customer Avatar Worksheet to get clear on your ideal customer.



Build Multiple Avatars

CUSTOMER AVATARS WORKSHEET

Company/Product Name:

Demographic Information

Name:

Age:

Grade:

Marital Status:

#/Age of Children:

Location:

Favorite Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Goals & Values

Goals:

Values:

Challenges & Pain Points

Challenges:

Pain Points:

Sources of Information

Books:

Magazines:

Blogs/Websites:

Podcast:

Conferences:

Gurus:

Objectives & Roles

Possible Objectives:

Role in the Purchase Process:



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