

Customer Avatar



List at least 3 problems your customer is having that makes them a customer for your business.

1. _____

2. _____

3. _____

What is the worst thing that could possibly happen to your customer if their problem isn't eventually solved?

How would this make your customer feel?

How might their boss react?

What would their friends think?

Customer Avatar



What could happen to their career or personal lifestyle?

What could be the financial consequences?

What could be the professional consequences?

What could be the personal consequences?

What is your customer secretly afraid of?

What is the best thing that could possibly happen to your ideal customer if their problem is solved?

What would their “perfect solution” look like?

Customer Avatar

What is it that they really want, more than anything else?

What would they be willing to pay almost anything for?

How can your product or service match up to your customer's real needs and desires?

How can your business help solve your customer's problems?

What is it that you are trying to provide your customers?