

Ideal Customer Avatar

Demographic Details

Individual

Income Level	
Socioeconomic Status	
Ethnicity	
Sex	
Education	
Family Information	
Married	
Single	
Kids	
Occupation	
DISC (Personality Style)	

Business

B2B	
B2C	
Revenue	
# of Employees	
Growth Rate	
Yrs in Business	
Public or Private	
# Of Owners	
Decision Maker	
Local , National , International	
Payment Policy	
Proximity to you	
Industry	

Interests

Business and Industry	
Entertainment	
Family and Relationships	
Health and Wellness	
Food and Drink	
Hobbies and Activities	
Technology	
Sports	
Travel	
Other	

Behaviours

Charities (donators, active)	
Online Activities (Social media, gaming, shopping, research)	
Spending profile (savers, spenders, credit card premium or std)	
Before work	
After work	
Desires	

General

<p>What are their concerns relating to your product/service?</p>	
<p>What drives their buying behaviour?</p>	
<p>What myths might they believe about your product or service?</p>	
<p>What other beliefs might they have about your product or service?</p>	
<p>What is their past experiences with your product or service?</p>	
<p>What emotional needs does your product or service provide them?</p>	