

# Who is my Ideal Customer Avatar?



1 Who are they?

2 What are their goals & values?

3 Where do they get their info?

4 What challenges do they have?

5 What obstacles do they face with purchasing?

# What is demographic data?



1 Age

2 Race

3 Religion

4 Gender

5 Income

6 Education

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What is  
psychographic  
data?



1 Values

2 Attitudes

3 Interests

4 Personality Traits

5 Lifestyle

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What is  
geographic data?



1 Local (town/city, urban/rural)

2 Regional

3 National

4 International

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What other data  
is important?



1 Challenges

2 Pain Points

3 Frustrations

4 Obstacles

5 Hesitations

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## DEMOGRAPHICS

AGE:

GENDER:

MARITAL STATUS:

# OF CHILDREN (if any):

OCCUPATION:

ANNUAL INCOME:

EDUCATION LEVEL:

POLITICAL AFFILIATION:

## PSYCHOGRAPHICS

WHAT ARE YOUR ICA'S ACTIVITIES/HOBBIES:

WHAT IS YOUR ICA'S BIGGEST DREAM?:

WHAT IS YOUR ICA'S BIGGEST FEAR:

WHAT IS YOUR ICA'S OPINIONS AND ATTITUDES  
TOWARDS YOUR SERVICE OFFERING?:

WHAT TYPES OF THINGS IS YOUR ICA INTERESTED IN?:

WHERE DOES YOUR ICA GET THEIR INFORMATION?:  
(i.e. social media, TV, radio, magazines, newspapers,  
other)

## GEOGRAPHIC

DESCRIBE IN DETAIL WHERE YOUR ICA LIVES, WORKS,  
CALLS HOME:

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## CHALLENGES

WHAT CHALLENGES DOES YOUR ICA STRUGGLE WITH?:

## PAIN POINTS

WHAT PAIN POINTS DOES YOUR ICA EXPERIENCE?:

## FRUSTRATIONS

WHAT FRUSTRATES YOUR ICA?:

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## OBSTACLES

WHAT OBSTACLES DOES YOUR ICA FEEL THEY NEED TO OVERCOME BEFORE PURCHASING YOUR PRODUCT/SERVICE?:

## HESITATIONS

IF YOUR ICA IS HESITANT TO PURCHASE YOUR PRODUCT/SERVICE, WHAT IS HOLDING THEM BACK?:

## NOTES

LIST ANY ADDITIONAL THOUGHTS, IDEAS, QUESTIONS, OR CONCERNS YOUR ICA HAS THAT SHOULD BE ADDRESSED: