



# Customer Avatar Worksheet





# Customer Avatar **Worksheet**

## **WHO ARE YOU WORKING TO ATTRACT?**

What problem does your product solve for people?

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What types of people struggle with this problem?

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What result does your product create?

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What type of person desires this outcome?

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Of the different types of people who struggle with the problem you help with, which type of person is most eager for a solution?

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Why are they so eager for a solution? What's their motivation?

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What would success look like to them?

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What would success look like to them?

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# Customer Avatar **Worksheet**

Who do you know who struggles with the problem you help people solve?

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Who do you know who desires the outcome you help people achieve?

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What podcasts, YouTube channels, or websites might these people go to when looking for solutions to their problem?

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# Customer Avatar **Worksheet**

Where might these people connect or socialize online? Are there Facebook groups, Reddit threads, forums, or memberships for people who are struggling with this problem or trying to achieve this outcome?

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