

# OPERATION: \*\*UNDERSTAND MY CUSTOMERS\*\* COMPASSIONATE AVATAR PROFILE

For use with permission by Casey Slaughter Stanton - CaseyStanton.com

**T**he goal of this worksheet is to get you inside the head of your most ideal prospects. Simply, you must have empathy to understand your prospect, so you can position your product or service to meet the needs they have. One way to think about this is as if you were selling vacuum cleaners door-to-door. If you knocked on a door and a man answered with his big hairy dogs barking behind him, you might position the vacuum as being able to suck up dog hair effortlessly. Then again, if the door was answered by a woman who asked you to speak quietly, and had children's toys on the ground behind her, you could position the vacuum as being so quiet, she could clean while the babies were sleeping.

With this in mind, your product and service will likely solve problems for multiple people, multiple "avatars". However, if you told the women with sleeping babies that the vacuum would pick up dog hair, she wouldn't feel as if you were talking to HER needs. In marketing, we need to be clear about who we are talking to, and what their needs are, what their fears are, their frustrations, and what they ultimately want in life. If you can get clear about your ideal avatar, ideal meaning someone who can both afford and wants to have your product or service, we can work together to help you find how to best position your product or service to them.

Knowing what's in your avatars basement might shed light on complementary markets that we can find your avatar in. In this situation, I like to think of cheese and wine. If you're selling cheese, you'll do well to sell it on a website with wine. It's a complementary market. Then again, if your avatar is taking French lessons and listens to French music, you may be able to position your French cheeses to them on websites about language lessons.

Sometimes, the easiest way to define your ideal avatar is to look at your best current customers. If you already have customers, you might be able to run a report to figure out which are the most profitable for your company. Or, perhaps, you'd rather provide your service to those who are really nice (sometimes the most profitable are the biggest pain to work with!). If you can, write below who your ideal customer currently is, and write all about them. Even fill out the next sheet for them, so you can get inside their head, walk in their shoes, and understand why they are such excellent customers.

You may only have one or two avatars. Then again, you might have 8 or 10. If your product really does solve the problem of multiple groups of people, you would be doing them all a disservice if you lumped all their needs together and marketed "a mile wide". What we're looking to do here is market only an inch wide, but a mile deep. The better you know your avatar, the better you'll be able to position your product or service to meet their needs, to solve their problems. That alone will help make you successful.



# OPERATION: \*\*UNDERSTAND MY CUSTOMERS\*\* **COMPASSIONATE AVATAR PROFILE**

For use with permission by Casey Slaughter Stanton - CaseyStanton.com

**Use the questions below to get into the heads of a unique prospect.** You need to get very specific about who will buy your product, or hire your service, and you need to "walk a mile in their shoes". It's not enough to guess, you need to get deep into their personal lives, feel their pains, and fill out this worksheet. Print off as many copies as you need; it's not uncommon to have 3, 5, or even 8 unique avatars to sell to.



## in their **HEAD**

**What is their fear about their current situation?** What does that fear look like? What are they afraid of? / What are their frustrations about this product? About their life? / What pain have they been feeling? Where does that pain come from? How does the pain manifest? / Is there urgency around their not having a solution to their problem? What's that urgency? What does it feel like? Does it keep them up at night?



## in their **HEART**

**What does your prospect want in life?** What does their heart want? Freedom? Simplicity? / What does your prospect need, to meet their basic needs in life? Marshall Rosenberg has a wonderful list of basic human needs; which do your avatar need to get met? <http://www.cnvc.org/Training/needs-inventory>



## in their **HOME**

**What are your prospects possessions?** Do they drive a car? If so, what kind? Are they leasing it? / What is your prospects living quarters like? Do they rent, or own? What city are they in? / What's in their garage/basement? Sporting equipment? A sports car? Fishing equipment? Use this to define other hobbies they have. / What kind of clothing do they wear? Favorite brands?



## my **AVATAR**

**Finally, give your avatar a first and last name. Sum them up.** Write a small biography about them. Be sure to include their age, their specific location, what's in their home, their garage, their satisfaction in life. When you start marketing to your avatar, you'll be referring to each specific avatar by name. Free write below, but be sure you cover the most important aspects of your avatar.