

Quit Work Someday Soon

<https://quitworksomedaysoon.com/>

CUSTOMER AVATAR

Avatar Name:

Age:

Gender:

Marital Status:

Age of Children:

Location:

Occupation:

Job Title:

Annual Income:

Level of Education:

Sources of Information

Books:

Magazines:

Websites/ Blogs:

Other:

Career:

Career Goals:

What Unique Skill Do You Have:

Are You Digital Media Savy:

Solve Problems:

How To Achieve Goals:

Interest:

Goals & Priorities:

Challenges:

Pain Points:

Karen Mills
Kernow Synergy

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AVATAR CHECKLIST

As you progress with the research of your ideal Avatar you must ask yourself as many of these questions as possible.

Demographics

- Are they male or female?
- Are they married and do they have children?
- What is their annual income?
- Where do they live?
- What are their interests?
- What do they do for fun?

Education

- What level of academic achievement did they reach?

Career

- Are they employed or self-employed?
- Do they own their own company?
- What is their position and daily job role?
- What unique skills do they have?
- Do they know about digital media?

Goals

- What is their primary career or business goals?

- What are their secondary business goals?

Problems

- What are the primary problems and challenges they face?
- What are their secondary problems?

Buying Preferences

- Do they prefer a one-on-one consultative approach?
- Do they ever buy online or over the phone?
- How do they research purchases – online, referrals, events.