



Customer Avatar Planner

The ultimate guide to create your ideal customer and niche.



Customer Avatar Planner

Age

Marital status

Gender

Kids

Occupation

Favorite quote

Salary

Goals

Values

What do they like to...

Read

Watch

Listen

What are their...

Challenges:

Pain Points:

Here are some questions to ask yourself while identifying your ideal customer:

1. Is your ideal customer a business or a consumer?
2. What is the age, location, and gender of your ideal customer?
3. What platform are they likely on? (Eg. LinkedIn, Instagram, Facebook, Pinterest, YouTube, etc.)
4. What does their family life look like? Are they single, married, or parents?
5. What are their interests and hobbies?
6. What are their pain points, frustrations, and struggles?
7. What brings them joy and happiness?
8. When you put yourself in the customer's shoes, what are the top 3 things that you'd want to gain from taking your course or service?

What is a Niche?

A **niche** is a group of people with commonalities and your product or service delivers value to those people.

A market niche is a single segment of a market. The segment contains a group of people who have the same problems, challenges, wants and desires. And you speak to that group of people through your niche marketing message.

A niche is NOT your customer avatar.

A customer avatar is a **character** you make up that represents your most ideal version of a client that falls within that niche segment.