

MISSION PROTOCOL

CUSTOMER AVATAR

Completely understand who you are marketing to and why they should choose you.



Customer Avatar Worksheet

Who are you marketing to? The answer may surprise you. It IS NOT everyone who will buy your product. If you don't agree with that, let me explain. More often than not, we believe that everyone needs our products. For roofers, it's anyone with a damaged roof. For plumbers, it's anyone with a leaking pipe. Chiropractors, anyone with a sore back. And so the cycle goes on.

But what if I told you this is one of the biggest misconceptions that keeps our businesses from growing as they should? You may have heard the term "Nicheing Down." This is an excellent starting point since it allows you to really specialize in what you do best. Not all plumbers work on internal plumbing, and not all roofers use the same shingles. Another important term to consider is "Positioning." This is about how you place yourself in the market, and your messaging needs to reflect that. Are you the most expensive? The most affordable? Do you have a unique method that nobody else offers?

These considerations are crucial because they dictate how you communicate with your customers. Are you eloquent in your persuasive vernacular, or are you more of a laid-back, rockin' dude? Your messaging should resonate with your intended audience. A high-end brand emphasizing low cost and affordability risks losing its upscale image. Conversely, a budget brand boasting about top-tier craftsmanship and premium parts might come across as disingenuous.

So, let's dive into how to use this worksheet to better understand and implement these concepts in your business.

Now that you have an idea of where you want to position yourself, it's time to learn more about who you

Defining The Basics

want to market to. Don't worry if you've been in business for years and are thinking about adjusting your market. Now is the perfect time. If you're content with where you are, you can still refine your Avatar to communicate with your audience more effectively.

Defining The Basics

Any marketing agency will talk about creating an Avatar. They'll ask about the age, location, and annual income of this Avatar. However, many smaller agencies stop there, which is a problem. This basic information is just the entry point. It's enough for running basic ads and writing SEO blogs, but it's just the tip of the iceberg.

By defining this information as if you're dealing with a real customer, you start to target people who could become real customers. This is based on the information we'll determine together. As you fill out the basics, remember that it's a dynamic process. You can always go back and make changes as you learn more about your Avatar. Think of this as crafting the ideal client profile—then imagine having many such clients. Give them a name, a company, a position, a job title. Understand their language. Do they have a college degree? Are they in a C-Suite position? Are they a decision-maker?

If you target more than one type of client, create an Avatar for each one. Their behaviors often vary based on gender, position in the company, and even their annual income.

The more detailed information you define, the more effectively you can craft your messaging and hone your targeting.

Understanding The Avatar

The Bio

Though I always write the Bio section last, I place it at the front. This way, when reviewing the Avatar information, I can quickly skim through the bio to refresh my memory about the Avatar. So, feel free to skip over this section initially and return to it at the end.

The Bio section is crucial for gaining a deep understanding of the personality you are targeting. It goes beyond their professional life to explore their personal habits and preferences. How do they behave after work hours? Do they spend time with family, enjoy solitude, or continue working? This section delves into the nuances of our client's personality, uncovering aspects that might be missed by focusing solely on their professional pains, wants, and needs.

Consider their broader life goals and values. Are they striving to build a reputation where status is paramount, or do they prefer a quiet, unassuming life? Perhaps they've taken over a family business and are eager to prove they can expand it beyond what their parents achieved.

Understanding their hopes, dreams, fears, and burning questions is vital. This knowledge provides profound insights into where to place your marketing, what messaging to use, and, ultimately, how to communicate effectively with this type of customer—the one you want to attract more of.

Pains, Fears, and Frustrations

This section is personally my favorite to fill out, as it offers significant insight into why customers are seeking your product or service in the first place. When I talk about pain, it could be literal physical pain for some industries, such as healthcare or fitness. However, for most industries, the pain refers

Finding The Outcomes

to a problem or challenge that the customer is eager to solve. It might be something that causes them inconvenience, costs them time or money, or presents a hurdle in their personal or professional life that keeps them up at night in a cold sweat? Understanding these pains and frustrations not only helps you empathize with your customers but also guides you in tailoring your solutions to meet their specific needs more effectively.

In this section, write down all the pain points you can think of that cause frustration and irritation to your customer and then order them in importance. For example: If saving money is more important than saving time, put saving money first. The more you understand what they are truly trying to solve, the better the clarity of your messaging to them.

Hopes, Dreams, and Desires

In this next section, the goal is to paint a clear picture of what people are trying to escape from and what they are eagerly pursuing. Take the example of planning a vacation: people aren't just buying a plane ticket or looking forward to the flight. What they truly desire is the experience of sipping margaritas by the beach, feeling the warm sun on their skin, and enjoying a gentle breeze.

For your services, consider what the dream outcome is for your customers. What are they aspiring to achieve when they purchase from you? If they are seeking to solve a problem, envision what their life looks like once that problem is resolved. In essence, how does your service provide them with their metaphorical margarita? It's about understanding and delivering the deeper value or experience that your customers are genuinely seeking.

Why Buy Your Services?

Now, let's get into their true needs.

What They Actually Need

As we delve deeper into understanding our Avatar, it becomes crucial to focus on what they actually need. To use a familiar analogy, remember that you're not just selling a grill or a steak; you're selling the sizzle—the anticipation and the experience. It's about selling an image: perhaps enjoying that sizzle while watching kids play in the backyard, surrounded by friends and family at a dinner gathering.

Now, it's time to pinpoint the real needs of your clients so you can start to highlight the benefits behind the features of your product. By identifying the specific services they want and understanding the reasons behind these desires, we can effectively tie in the benefits that resonate with them.

The Motivations To Buy

Understanding these needs leads us directly to understanding their motivation to purchase your services. What is it that the Avatar hopes to achieve with this purchase? Are they looking to outdo their competition? Are they aiming for recognition for superior craftsmanship? Perhaps they are seeking to elevate their status in their community or to prove someone wrong.

While the motivations for purchasing can be varied, identifying key motivators allows us to tailor our messaging to address these specific desires. This tailored approach makes the Avatar feel like your message was crafted just for them, fostering an instant connection and rapport.

Identifying Buying Behaviors

Purchasing Behavior

Each Avatar comes with distinct purchasing behaviors, and these can significantly impact the way your service or product is perceived. For instance, consider a high-priced item: does your ideal Avatar tend to experience buyer's remorse? If this is the case, your marketing messaging might need to address and alleviate these concerns upfront.

On the other hand, a lower-priced item might lead to impulse purchases, but such items could be quickly forgotten. In this scenario, part of your messaging should reinforce the long-term benefits of using the service. A Pro Tip here: Implement email campaigns to further highlight these benefits or to mitigate any post-purchase remorse.

Purchasing behaviors are varied and can strongly influence a customer's decision to buy or not to buy. Take time to review the information you've compiled in your Avatar. Then, dive into popular social media platforms. Look for people who exhibit these behaviors. Observe what they say, how they respond, and how these insights can be used to enhance your product offering. This real-world observation can be invaluable in fine-tuning your marketing approach to align with the purchasing behaviors of your target audience.

Objections

The uncomfortable truth in any business is that no matter how exceptional your service is, people will always find reasons to hesitate or talk themselves out of a purchase. Additionally, what you say, or fail to say, in your marketing can inadvertently provide potential customers with more reasons to pass by your service.

Objections and Hang Out Joints

In this section, our goal is to list as many objections as we can possibly think of. It's important to acknowledge that, despite our best efforts, customers will occasionally present objections we haven't encountered before. However, as you refine your Avatar, you'll start noticing more recurring objections.

The key here is to learn about as many objections as possible. This knowledge allows you to proactively address them in your messaging. Being well-prepared for common objections and even the less frequent ones can significantly enhance your marketing effectiveness. With a deep understanding of these objections, you can craft messaging so compelling that it persuades customers to confidently choose your service.

Where They Hang Out

Congratulations, you've made significant progress! By reaching this point, you've gained more insights into your target market than many businesses ever do. You've uncovered the reasons behind your customers' purchases, what they truly seek from your services, the pains they wish to alleviate, and much more. Now, it's time to turn all this valuable information into action.

Our next step is to determine the most effective places to communicate with our customers. Where are they most likely to be found? Are they using Google to search for solutions? Maybe they're active on social media platforms – if so, which ones? Do they prefer physical locations, online stores, or are they avid blog readers?

In this section, list all the potential places where you might find your customers. Then, take the initiative to visit these places. Observe if they are indeed actively posting, searching, reading, or engaging there.

Finish What You've Started

This hands-on approach is not just about confirming their presence; it's also an opportunity to gain deeper insights into their behaviors and preferences in these environments.

Finishing Up

As we approach the end of this journey, it's important to reflect on the wealth of information you've gathered. Take a moment to compile all these insights into the Bio page you initially skipped. Notice how much more intimately you understand the customers you're targeting? You now have a clear picture of what they're looking for, where they can be found, and the most effective ways to communicate with them.

Transform these insights into a comprehensive Bio. Give your Avatar a name – something fun and memorable like Blue Collar John or Roofer Rick. This isn't just a creative exercise; it helps in anchoring their traits in your mind, making it easier to tailor your marketing efforts specifically to them.

I want to thank you sincerely for investing your time and effort into this. As you move forward in building and scaling your business, remember that preparation and knowledge often trump luck. Armed with these insights, you're not just hoping for success; you're strategically planning for it.

Best of luck in your endeavors, and remember, with the right preparation, you're setting the stage for remarkable achievements.



Thank you,

Adam Miconi

Customer Avatar Worksheet



Avatar Name:

Bio

Company:

Name:

Age:

Marital Status:

Children:

Location:

Occupation:

Job Title:

Annual Income:

Education:

Important Note:

A large vertical form area for writing a bio, featuring a yellow header with the word "Bio" and a series of horizontal lines for text entry.

Video Walkthrough

Need a Helping Hand? Join Me in a Video Walkthrough!

Hey there, you've been doing an incredible job diving deep into the world of your customer Avatar. But, I get it — sometimes, reading through a guide isn't quite the same as having someone walk you through it, step by step, with real-life examples.

If you're feeling a bit stuck, or you're just the type of person who learns better with a more interactive approach, I've got just the thing for you. I've put together a detailed video walkthrough where I take you through each section of this process. It's like having me right there with you, guiding you through the creation of your customer Avatar.

In this video, I don't just skim over the surface. I dive into the nitty-gritty, using one of our own customer avatars as a live example. This way, you can see exactly how each piece of information fits together and how it translates into real-world marketing strategies.

So, if you're ready to ramp up your understanding and get a first-hand look at how to apply all this knowledge, just click on the link for the video walkthrough. Whether you need a little extra guidance or you're just curious to see these concepts in action, this video is packed with insights and practical tips.

Remember, you're not in this alone. I'm here to help you navigate every twist and turn of understanding your customer. Let's make your marketing as effective and targeted as it can be!

See you in the video!

<https://xyzmktg.com/building-the-avatar>

XYZ

XYZMKTG.COM

