Customer Avatar Worksheet

Exclusively for membership sites

Target Audience

Who are you trying to serve as a membership site owner?

One of the most basic rules for business success is targeting the right people. Our target audience. Those people that we know are interested in our products, services, solutions, and offers. In this case, our membership site.

We define our target audience by creating customer avatars or in other words, buyer (consumer) personas.

We use characteristics and attributes like age, gender, location, occupation, level of income, goals, values, challenges, problems, needs, objections, and others.

By doing so, we start understanding our target audience better, we get insights into the way they think and behave and their interests.

The next step is to focus on the people who are most likely interested in our membership service.

Market Segmentation

Why is it so important?

Market segmentation requires the identification and study of consumers' subsets, the calculation of their size, the discovery of the needs of one or a few segments, the understanding of how these needs are met, and the effort to satisfy them with the appropriate marketing mix.

A customer avatar is a documented profile representation of an ideal customer based on data, feedback, and research.

It helps us understand better their background, needs, interests, wants, goals, values, challenges, problems, and aspirations and that is key in developing a strategic and unified marketing approach to attract, nurture, acquire, and retain them as customers, hopefully for a lifetime.

Consumer Market Segmentation Criteria

There are many categories of criteria we can use but these are the most important categories for a membership site:
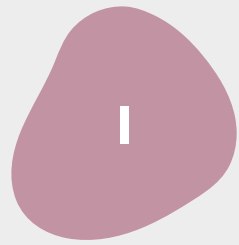
Demographic
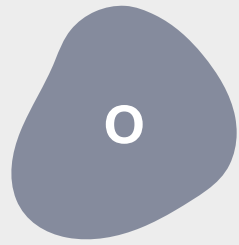
Psychographic

Demographic Criteria

A — **Age**

What is their age

G — **Gender**

What is their gender?

I — **Income**

What is their level of income? Do they have one stream or multiple streams of income?
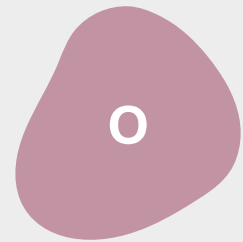
O — **Occupation**

Do they work for someone else? Do they work for the government? Do they run a business?

E — **Education**
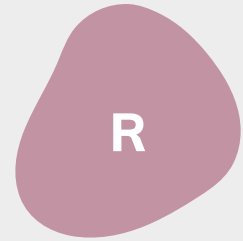
What is their level of education? What schools, colleges, universities did they have been through? Are they learning new things right now and where?
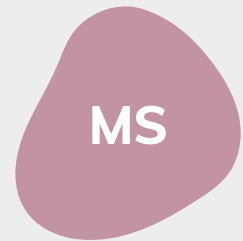
R

O Origin

What are their nationality and race?

R Religion

Are they religious or not?

MS Marital Status

Are they married? Are they in a relationship? Do they have children and how many? How old are their children?

SC Social Class

What is their social class? working, middle, upper, elite?

**MR** Main Residence

Where do they live?

R

PRO TIP #1

Try to be as specific as you can. The more specific you are, the easier is to get their attention with your messaging that will be tailored to them.

PRO TIP #2

The more you narrow down your audience, your niche, the easier is to speak their language, target and reach them effectively. Don't worry that you will go too far. Start low and the people you'll draw in will bring more people into your membership site when they start getting results. You can always expand later on!

Psychographic Criteria
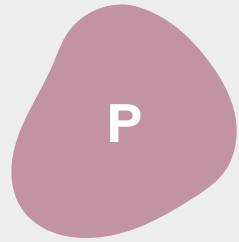
P Personality

Are they ambitious, social, aggressive, competitive, comfortable, serious?

L Lifestyle

How does their typical day look like?

What are their needs and wants?

Where do they spend their time offline and online?

Are they active in local communities, shops, stores, other facilities?

Do they belong to other teams, clubs, video channels, membership sites?

Are they satisfied with their membership and why? What is missing? What do they want to see improved?

What books, magazines, and newspapers do they read?

What hobbies do they enjoy?

What social events do they attend?

Emotions & Motivations

E&M

What motivates them to take action?

What are their aspirations and hopes?

What triggers their curiosity?

What makes them feel shame and guilt?

Problems & Challenges

P&C

What do they fear, what do they want to get away from?

What problems are they trying to solve?

What are their pain points?

Philosophy Values Principles Beliefs

PVP B

What are their beliefs about politics, businesses, economics, education, products, civilization, and what they expect from the future?

What do they believe about themselves and others?

What do they value most?

What is the one thing they would do anything to achieve?

R

PRO TIP

Not all humans are motivated equally but generally, people are motivated to enroll in a membership site in order to improve their lives and current situation, to gain status, recognition, to be entertained, to survive and thrive, to solve problems, to master a skill, to feel safe and secure, to reward themselves, to fulfill their dreams, to download and receive stuff, to become members of a community, tribe, or club

What To Do Now

Next Steps

You don't need to answer all these questions right away. Some of them are easy to answer but some may require a little bit of research.

People spend time online on various forums, communities, social networks, websites, blogs, and other channels.

Meet them where they are and listen to their questions. Try to define problems, unsatisfied needs and wants, fears, pain points.

Listen carefully and take notes that we will use in our upcoming workshop together…

Upcoming Workshop

STAY TUNED

Next week, we are hosting a live workshop to help you implement this worksheet. We'll give you examples of customer avatars to choose, answer your questions and give you feedback on your ideas.