

Avatar Questions

How to Attract the Ideal Customers for More Marketing and Sales Success

The client avatar is the representation of your potential customer.

The client avatar helps you determine who to target and provides a glimpse into what they need and want.

Discover your customer, find out why they need your product or service, and design with them in mind.

The avatar will be used as reference for most of your copywriting. Use an active voice in your answers.

If you have multiple customer segments then you need multiple avatars.

Created by Matthew Bulat. The answers can be applied to over 80 forms of copywriting.

Avatar Name: _____

Target Market; Male / Female / Both: _____

Avatar Current Identity (Singular): _____

Avatar Current Identity (Plural): _____

What is your avatar's ideal identity (Singular): _____

What is your avatar's ideal identity (Plural): _____

Avatar's #1 main area of focus (2-3 words): _____

Avatar's #2 most important area of focus (2-3 words): _____

#1 immediate result your avatar wants right now (start with verb):

#2 immediate result your avatar wants right now (start with verb):

#3 immediate result your avatar wants right now (start with verb):

#1 long term desire (start with verb):

#2 long term desire (start with verb):

Who is your avatar enemy (singular)? _____

Who is your avatar enemy (plural)? _____

#1 problem the avatar needs to solve now (start with verb):

#2 problem the avatar needs to solve quickly (start with verb):

#3 problem the avatar needs to solve as soon as possible (start with verb):

What is a pain point that really frustrates your avatar?

What is another pain point that really frustrates your avatar?:

What is one more pain point that really frustrates your avatar?

What is a critical question your avatar needs answered so they can move forward?:

What is another critical question your avatar needs answered so they can move forward?:

What is one more critical question your avatar needs answered so they can move forward?:

What is a personal objection, belief, or idea that prevents your avatar from moving forward?:

What is another objection, belief, or idea that's holding your avatar back?:

What is one more nagging objection, idea, or belief that stops your avatar from taking action?:

When all is said and done, what is it your avatar wants to be able to do? (start with verb):

What else does your avatar ultimately want to be able to do? (start with verb):

At the end of the day, what is one more thing your avatar wants to be able to do? (start with verb):

What is the Title or Name of the product, service or software you can offer your ideal customer here?:

Where do you want them to get more information? (LINK):

What are you sending them to? (book, report, webinar...):

What is the Headline or Big Promise of what awaits them on the target page you're sending them to?:

What is the #1 Big Benefit your offer provides for your customer? (start with verb):

What is the #2 Big Benefit your offer provides for your customer? (start with verb):

What is the #3 Big Benefit your offer provides for your customer? (start with verb):

What is the #1 Result your avatar gets from your offer? (starts with a verb):

What is the #1 Pain your avatar can avoid with what you offer? (verb ending in ING):

What's the Title / Name of your core offer?:

What is this? (1-3 words): _____

What's the monetary Value of your offer?: _____

What does this offer element do for them? (start with verb):

What is the BENEFIT of this feature (above)? (start with verb):

What does this feature & benefit together MEAN to them in their life, business, goals, etc.? (connect to an EMOTIONALLY charged payoff) (start with verb):

In what timeframe can you deliver results?: _____

Thank you.

YES! I'm Ready To Create Content For More Marketing And Sales Success