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Description automatically generated**How to create your customer persona or avatar**

Many people panic when they are asked to create a persona or avatar for their ideal customer. One reason is, that they are frightened that if they narrow it down to one person then they’ll only ever get that one customer, but the reality couldn’t be farther from the truth. Just think about the number of customers.

Think about what makes you comfortable buying from someone, there are usually at least one of three things that help your purchase decision. Typically, this is that you know, like and trust them.

To get to this position with your potential customers you will therefore need to show that you understand them. You will need to communicate with them in places that they visit (magazines; social media platforms etc). You will need to speak in the language that they speak. You can only do this if you have a clear picture of who they are in your mind that you can recall as quickly as you recall that of your best friend.

Another factor that makes people nervous about creating a persona or avatar is that they are frightened about how to do it. Here’s the thing. There is no science behind this, just a bit of research and we’ve listed the steps below, with a check sheet for you to fill in as you go. By the time you have followed all the steps and completed the check sheet of questions you will even be able to name your persona or avatar.

1. Identify what makes up your ideal customer. Is it a one-off big spender? Is it someone who spends less but is regular? Is it someone who likes to engage with you or is it someone who prefers not to receive regular communication? You are looking to identify attitudes and behaviours at this stage rather than delve into personalities. List these elements in the box below.

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1. Once you have identified the type of person your business wants to attract, think back about customers you have had in the past that reflect these behaviours and attitudes. If you have a customer relationship management database this could be very helpful. Or perhaps you have friends or family that reflect these. These customers may not have appeared to be ideal at first, but over time they may have turned into some of your best customers. Try and identify common traits between them and list these in the box below.

For example, what their values are (what’s important to them), what they have in common (hobbies and interests), what type of work they do (i.e. white collar or manufacturing), whether they have families or pets, what type of cars they drive (this all gives clues!), what their main worries are in life, how they found you in the first place.

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1. Be curious and ask people – not just your customers but people who have the same traits as your customers and that you’d like to be your customers. What do they want in a product or service and why? How and when do they start to think about booking / purchasing? Where do they go for more information? Does this fit with what you have already found or are there other elements you hadn’t considered. List these here.

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1. And here is the fun part. Imagine you are writing a novel and have to create a lead character. Using the facts, you already have, fill in the template attached and build a picture of your ideal customer. This part doesn’t require science but rather what you think applies to your customer based on what you already know. Try and build as full a picture as you can. For example on the community minded question rather than just say yes – what do they do? Do they volunteer regularly for a local cause? Do they join regular litter picking activities? Fill in as much as you can.

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| **Questions** | **Your Ideal Customer** |
| **Personal Information** | |
| First Name |  |
| Age |  |
| Gender |  |
| Sexuality |  |
| Nationality |  |
| Ethnicity |  |
| Height |  |
| Hair colour |  |
| Fitness level |  |
| Do they practice a religion? |  |
| Are they extroverts or introverts? |  |
| Are parents still alive and well? |  |
| Do they have siblings? |  |
| Marital Status (if married – spouses name) |  |
| Number of children incl ages & gender |  |
| Number of pets if any incl breed |  |
| Level of education |  |
| What were their favourite subjects |  |
| Political party |  |
| Vehicle they drive |  |
| Where they live (location) |  |
| Is it urban or rural? |  |
| Where they live (property type, number of beds etc) |  |
| Do they own their home or rent or live with parents? |  |
| How far do they travel to work? |  |
| What’s their job? |  |
| What’s their income? |  |
| How do they get to work? |  |
| Do they enjoy their work? |  |
| Where do they shop for their weekly food? |  |
| Where do they buy their clothes from? |  |
| What social media accounts do they have? |  |
| What devices do they use for what purpose? |  |
| When do they spend time on the different social channels? |  |
| What type of books do they read? |  |
| What papers do they read? |  |
| What magazines do they read? |  |
| What TV channels / subscriptions do they have? |  |
| What is their favourite genre for films? |  |
| What types of music do they like? |  |
| What is their favourite band/musician? |  |
| What type of food do they like to eat? |  |
| Do they have a favourite drink? |  |
| What are their hobbies? |  |
| How many times a year do they go on holiday? |  |
| Where do they like to holiday? |  |
| How much do they spend on holidays? |  |
| **Attitudes and Behaviours** | |
| Do they like to plan in advance or are they last minute.com? |  |
| Do they buy on the spur of the moment or do they like to research first? |  |
| When do they tend to do their everyday on-line purchasing? (day/time) |  |
| When do they tend to book their leisure pursuits (meals; cinema or show tickets; holidays?) |  |
| What do they do to reduce their carbon footprint – if anything? |  |
| What is the biggest trigger for them to hit buy now? |  |
| Are they loyal to brands? |  |
| Do they like convenience or do they prefer to grow, cook, make and do, collect things themselves? |  |
| Are they community minded or do they keep themselves to themselves? |  |
| What annoys them most in the world? |  |
| What do they care passionately about? |  |
| Are they close to their family? |  |
| Is there any sibling rivalry? |  |
| **THEIR GOALS** | |
| Financial |  |
| Relationships |  |
| Romantic |  |
| Spiritual |  |
| Work |  |
| Hobbies |  |
| Fitness/Health |  |
| **THEIR PAIN POINTS/CHALLENGES** | |
| Financial |  |
| Relationships |  |
| Romantic |  |
| Spiritual |  |
| Work |  |
| Hobbies |  |
| Fitness/Health |  |

Feel free to add in questions of your own. Whatever you need to be able to create a very clear image of your perfect customer.