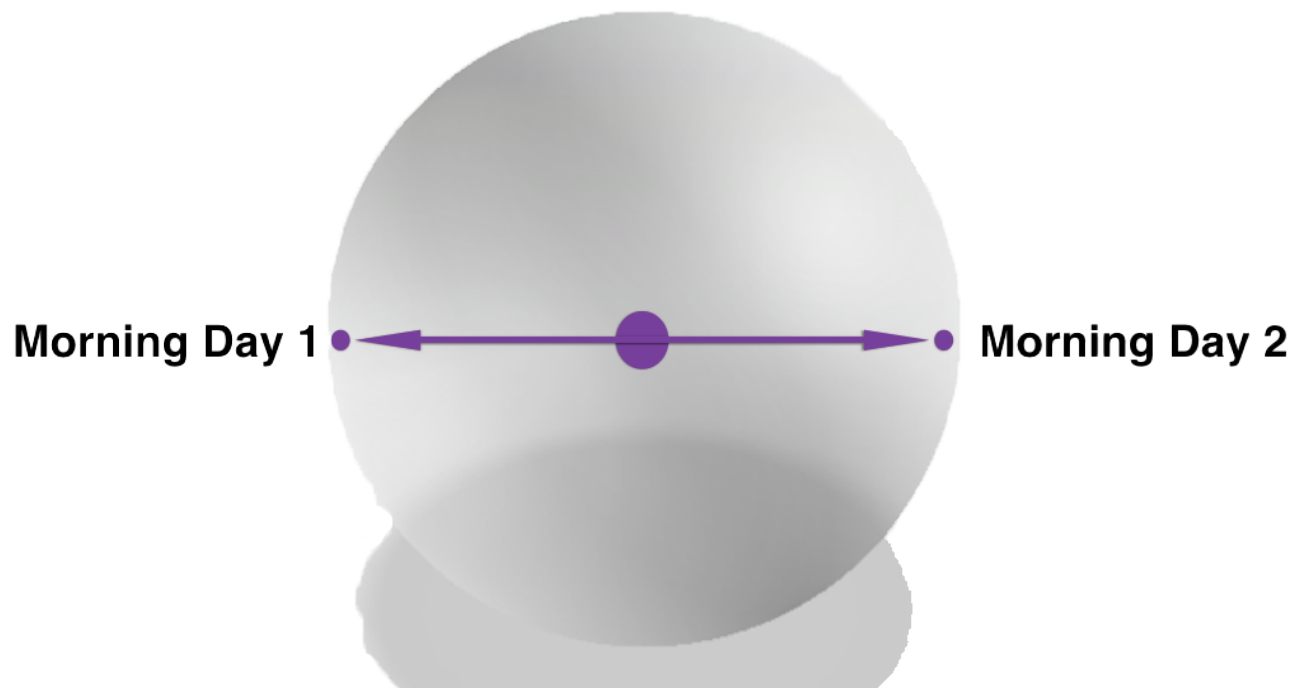# Creating Your Market Avatar

A Summary Guide and Worksheet on How to Define and Create Your Target Market Avatar

Dr. Dana Scranton, Ph.D.

Remember that your avatar/customer has a multidimensional day. Be creative and think multi-dimensionally.

Perfect Day Core State

Morning Day 1 ←————————————→ Morning Day 2

Your Avatar's Life is Happening All Around Them

The Avatar Application Funnel
Defining and creating your avatar is one step in your overall marketing strategy. The graphic below is a variation on the familiar "sales funnel." Instead of a sales funnel, this is an Avatar Application Funnel. This is a graphical tool to guide you through the application of your avatar in achieving the results you seek.

Your Objective

Define Your Avatar

Simplify and Verify

Choose Your Marketing Platform(s)

Design Your Campaign

Launch and Test

Engage and Validate

Deliver the Value

Your Result

Creating Your Market Avatar Summary Guide and Worksheet

These tables are intended as a starting point from which you can create your avatar characteristics.

General Characteristics of your Avatar	
What is their gender?	
What is their given/first name?	
What is their nationality?	
What city do they live in?	
What kind of dwelling do they live in?	
What religious/spiritual beliefs do they observe?	
What is their relationship status?	
What is their education?	
What is their occupation or vocation?	

Intimate Characteristics of Your Avatar	
What do they feel?	
What/who do they love?	
What/who do they despise?	
What/who do admire?	
What/who do they fear?	
What/who brings them joy?	
What/who makes them sad?	
What/who makes them angry?	
What/who surprises them?	
What/who excites them?	
What/who disgusts them?	
What/who keeps them awake at night?	
What/who causes them to worry?	
What/who makes their energy level rise?	
What/who makes their energy level fall?	
What/who are they passionate about?	
What/who could they care less about?	
What/who are the biggest areas of dissatisfaction in their lives?	
How does your product make them feel?	
What do they tell others they feel about your product?	

Intimate Characteristics of Your Avatar	
What do they experience?	
What entertainment to they like?	
What recreational activities do they enjoy?	
What family activities do they enjoy?	
What books do they like?	
Who are their favorite movie or TV personalities?	
What is their favorite weekend activity?	
Where do they like to dine?	
Where do they hang out online?	
Where do they hang out off line?	
What do they like best about your product?	
How do they describe their experience with your product?	

Intimate Characteristics of Your Avatar	
What do they do?	
What habits do they have on a daily basis?	
When do they wake up in the morning?	
When do they go to bed at night?	
What kind of car do they drive?	
What kind of computer do they use?	
What kind of mobile device do they use?	
What are their favorite apps?	
How long is their commute?	
What kinds of things do they buy: food, durable goods, toys, etc., ?	
What organizations are they a part of?	
What is their income?	
What kind of investments do they have?	
What are their fitness habits?	
What are their nutritional habits?	
What do they eat for breakfast?	
How do they spend their lunch time?	
What do they do before and after dinner?	
What do they like to do with their spare time?	
How do they use your product?	
Where do they use your product?	

Intimate Characteristics of Your Avatar	
What do they value?	
Wealth?	
Health?	
Relationships?	
Time?	
Freedom?	
Choices and options?	
Integrity?	
Honesty?	
Innovation?	
Attention to detail?	

Notes: