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# Creating Your Market Avatar

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A Primer on How to Define and Create Your  
Target Market Avatar

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<http://www.DanaScranton.com>

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# Introduction

An “avatar” is the foundational element of your target market. An avatar can be a person or an organization. Defining the characteristics of the avatar that most closely represents your ideal customer, client, team member, or other category or relationship, is important and necessary. *Without a clear definition of who you're customer is, you're playing a game of chance with a low probability of an outcome in your favor.*

Throughout this primer you will see the term “product.” This term is defined in the context of this primer to mean goods, services, opportunity, leadership, or whatever it is you desire to provide to someone else in exchange for something of value to you. That should pretty much cover the spectrum of application.

The term “avatar” is used a lot in this primer. When “avatar” or “your avatar” is written, it is construed to mean the customer avatar or target market avatar you seek to define.

When you see the term “customer,” this means customer, client, prospect, team member, etc. It is the person you're trying to attract, engage, influence, sell to, etc.

Defining an avatar is a process where you place yourself in the life of the person who represents the foundational element of your target market. You experience the life of that person; you get inside their head, their heart, and their life; you experience their emotions, their dreams, and their fears. *In defining your avatar you figure out who they are, what makes them who they are, and what they value most in life.*

In this primer I will make an assumption about you: you're an entrepreneur and/or a business person, or you desire to be one or the other. Either way, what you need to realize is all entrepreneurial ventures or businesses have one thing in common: *success is achieved only by adding value to the lives of others, who then exchange their valuable resources for the value perceived or received.* It stands to reason that to add value you must first understand what it is others value. *Defining an avatar is about defining that which people value.*

Every person on this planet is different from every other person, yet all share the same basic needs to one degree or another. What people value, however, is influenced by a number of variables beyond basic needs. Personal values and beliefs are a composite of variables such as, culture, religion, experiences, environment, and a complex spectrum of other influences. *What this means is you may have more than one avatar depending on the characteristics of your target markets.*

In defining your avatar you can begin with yourself, but be aware that you may blind yourself with familiarity. You may also end up defining you and not them. Be aware of this. While you have common characteristics with your avatar as a fellow human, you're most likely not an accurate representation of your target market avatar. Seek to be objective in characterization of your avatar.

The avatar technique has been around a long time in one form or another. While powerful and effective, this technique is often neglected in favor of opinion and ego. If you have not defined your customer avatar, and you think you know who your customer is, you need to step back and do an avatar analysis. If you haven't defined your customer avatar and you know who your customer is, then you really need to run back and define your avatar. Why?

A very common mistake made by entrepreneurs and business people is thinking they know more than they do about their customers and their markets, without having done sufficient analysis. In other words, using intuition as the dominant source of understanding instead of a combination of thoughtful analysis and intuition.

Intuition combined with thoughtful analysis is a powerful combination that will help you create an effective avatar that is the best representation of the real life embodiment - your customer.

An avatar is a tool. It is a model. Defining and creating an avatar is a means of understanding the meaningful and significant variables that influence decisions made by the people you want as customers.

Finally, defining an avatar has a collateral benefit. When you understand what others value, and how they make decisions, you will invariably find new ways and means to add value. This leads to opportunity, innovation, transformation, but most of all, greater positive impact on the lives of others.

*Defining an avatar is about making a positive impact on the lives of others.*

# Foundational Needs

## *The Six Basic Human Needs*

The questions you ask determine the answers you get. The better the questions, the better the answers.

To define your avatar you need to know them. To know them you need to understand them on an intimate level. Having this knowledge will improve the depth, breadth, and quality of your questions. It will help you make a greater impact.

### The Six Basic Human Needs

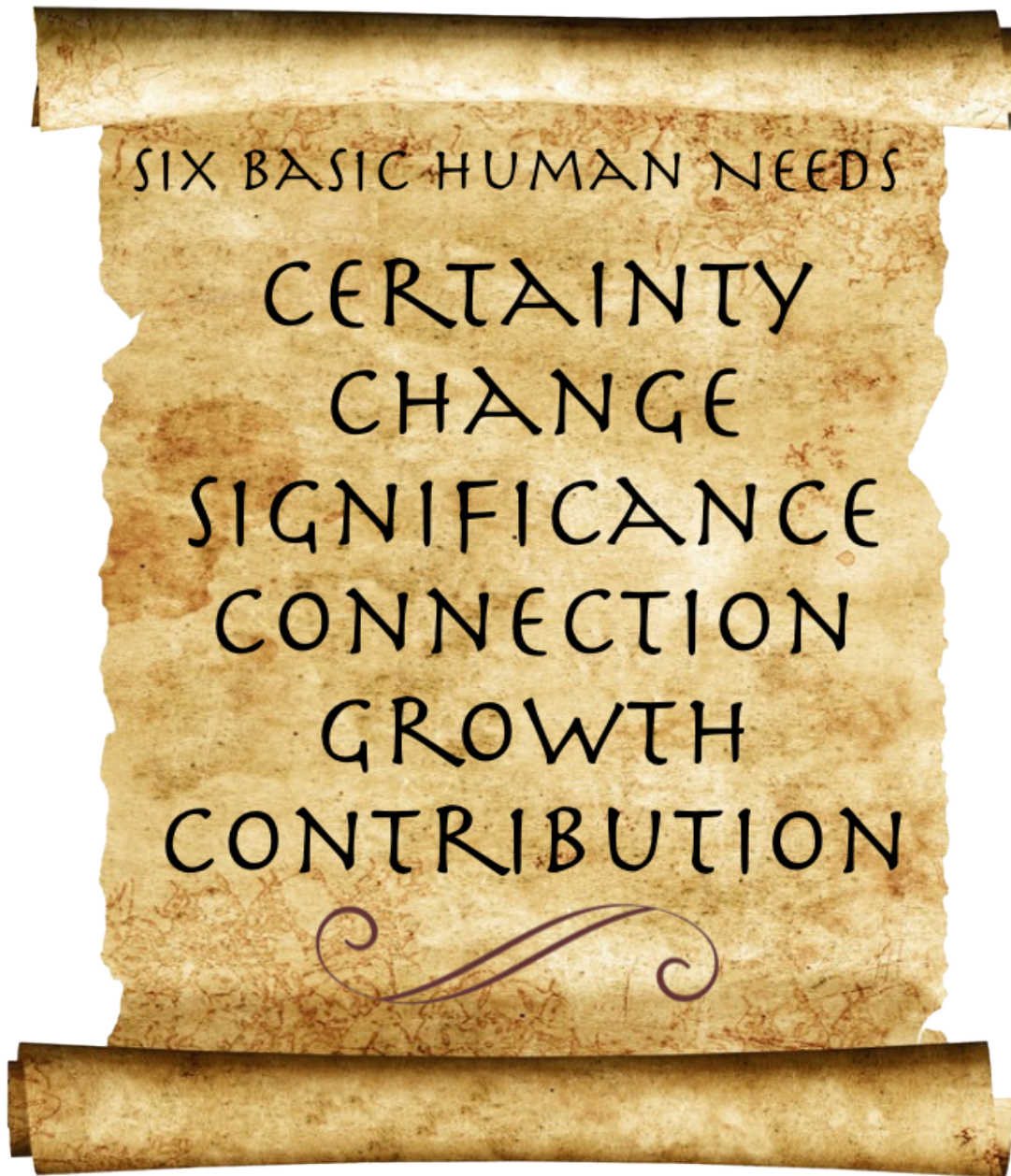
Humans have basic needs that take priority in life, whether conscious or subconscious, and which contribute to the formation of values and beliefs.

These needs, while common among all humans, vary depending on the individual. Since by definition every individual is different from another, there are potentially over 7.3 billion differences. This is why understanding the six basic human needs is important: it gives you the framework with which to understand how these needs manifest and influence what a person values.

An important point: the six basic needs are about the individual you seek to engage. The avatar is your opportunity to form a picture of how you can serve the real person. To the extent you can step into the life of your customer through their avatar, you will gain a better understanding how to define and respond to their needs with your product.

When you study each of these needs, look inside of yourself first to form a picture of how that need manifests within you, and how you would fulfill that need. Next, move outside yourself to your target market and foundational avatar: what does that need mean to them, and how can you help them fulfill their need.





*Foundational Need 1:  
Certainty*

We live in a world of uncertainty where our basic human need for certainty is being increasingly challenged.

Here are five areas of life where people value more certainty:

- ▶ Health (physical, emotional, and mental)
- ▶ Relationships of significance

- ▶ Financial (occupation, job, retirement, etc.)
- ▶ Spiritual
- ▶ Quality of Life

Here's an observation you may find interesting and useful: the more technology pervades our lives, the more information we have available to us, and the more choices and options we have, the more important it is to mitigate or reduce uncertainty in our lives.

Personal performance coach and author Tony Robbins simplifies certainty with this definition: “[Certainty is the] assurance you can avoid pain and gain pleasure.”<sup>1</sup> In other words, people value pleasure over pain, and want to be certain they will have pleasure and not pain.

This is a simple and functional concept to grasp, but more useful if you combine it with a deeper understanding of the areas in life where certainty is valued most by your avatar.

*Your role as an entrepreneur is to find ways to reduce or even eliminate uncertainty in the lives of your customers.*

### *Foundational Need 2: Change*

Change is the fundamental need of humans to have new and difference experiences, to have variety, choice, and options in their lives. It is the ability to alter their situation and circumstances.

Ultimately, though, change is about choice and options in life. When people cannot affect change in their lives, they feel trapped, confined, and desperate. The absence of change can bring dissatisfaction in multiple areas of life.

*Your mission is to provide the means for positive and beneficial change in some area of your customer's life.*

### *Foundational Need 3: Significance*

Significance is knowing you have a sense of value to yourself and others, that you matter to others. It is knowing you're appreciated, accepted, and loved for who you are. It's knowing you're admired and respected for the unique qualities, talents, and gifts you possess.

Making people feel significant is one of the easiest acts to accomplish. Simply seeing and acknowledging the uniqueness and value in another person is all it takes.

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<sup>1</sup> The Six Human Needs: Why We Do What We Do; August 7, 2013

*You do a great service to your customer by impressing upon them their significance and reaching out to them as a person of value to you.*

### *Foundational Need 4: Connection*

Connection covers the spectrum from love to casual association. It's our fundamental need to "connect" or associate with other humans. In the modern paradigm of social media, connection is one of the needs fulfilled by this technology.

People want to connect for a variety of reasons, such as having common interests, beliefs, and values, seeking companionships, and for fun and enjoyment.

Connection can be physical, emotional, or psychological. It can be analog (person to person) or digital (device-to-device). It's whatever fulfills the need to connect with one or more other humans.

*As a business person you must create and nurture relationships with your customers, and connect with them in a way that adds value to their lives.*

### *Foundational Need 5: Growth*

Growth can be best described as moving forward in one or more areas of life in a meaningful way. Growth results in more personal fulfillment or value, achieving goals and aspirations, learning and achieving, and becoming more of the person one desires to be.

Growth and change go hand in hand, but they are not the same. Change can be confused with growth. When one grows in an area of their life, that most often results in change. Change alone, though, can be a lateral movement in some area of life that doesn't produce growth.

*Your entrepreneurial mission is to make a positive impact on the lives of others by facilitating or contributing to their growth.*

## *Foundational Need 6: Contribution*

Contribution is about fulfillment of your fundamental need to be of value in service to others. Examples are to be accepted by the whole, to help others, to lead, to be acknowledged as being of service to others, to leave a legacy, or to be part of something larger than yourself.

Contribution and significance are complimentary needs. When you are acknowledged for the contribution of valued your personal resources, in whatever form they take, you achieve a feeling of significance. The difference is that “contribution” is more outwardly and other-focused, whereas “significance” is more inwardly and self-focused.

*It is your responsibility as an entrepreneur and business person to educate your customer how your product can help them contribute in some positive way to the lives of others. In so doing, you multiply and amplify your value.*

### *How to Use The Six Basic Human Needs in Defining an Avatar*

An effective way to use the six basic human needs when defining an avatar is to look at two analysis strategies. The purpose of these two strategies is to identify where you can have the greatest impact. Use both strategies to achieve the best result.

- ▶ *Bottom Up:* this is where you list the features of your product, the benefits those features deliver, and identify the ways the benefits fulfill one or more of the six needs. In essence you're seeking to determine where your product is a fit for the customer. This is a product-focused strategy.
- ▶ *Top Down:* this is where you take the highest priority needs of your customer and ask: what benefit must my product deliver to meet one or more priority needs of my customer? In this scenario you're evaluating how and where your product delivers benefits that matter and are significant to the customer. This is a customer-focused strategy.

If you get the same answers going both ways, you likely have identified a compelling benefit for your customer. If you don't get the same answer, then it may be beneficial to perform additional analysis to more clearly define the priority needs of your avatar and how your product meets those needs.

The six basic human needs is a framework from which you can ask questions about the needs of your avatar and how your product can meet those needs. The six needs also helps you humanize your avatar by empathizing with their needs and forming a vision of how your can help them.

# Avatars Are Real

## *Bringing Your Avatar to Life*

The effectiveness of an avatar in targeting your marketing and related communication is only as effective as the authenticity and relevance of the avatar to your target market. Your avatar has a face and a name, and represents the ideal person, not some science fiction super hero or extraterrestrial creature.

Below you will find insight into the various characteristics that define your avatar. Once you have gone through the characteristics below, you can use the Avatar Creation Summary in the appendix, or use the link provided to download a PDF.

The characteristics of your avatar can be categorized into “General” and “Intimate.”

General characteristics are those that give a face to the population you're targeting.

Intimate characteristics give a face and a name to the person your are speaking to. The term “intimate” is selected to emphasize the need to look deep into the life of your avatar.

### General Characteristics of your Avatar

#### *Your Avatar has a Gender*

The life of your avatar begins with their gender. Is your product targeted at females, males, or both? If the target is one gender, would the opposite gender ever give your product as a gift?

If you have a single gender product, that’s obviously the gender you target.

If you have a product that appeals to both genders in any form, you're probably going to create two avatars: a female and a male. The characteristics of the avatars may be vastly difference depending on how the product applies to a specific gender.

#### *Your Avatar has a Name*

The name you give your avatar depends on gender, at least in most cultures. Using the first or given name sufficient. While you can choose any name, you should choose a name that is consistent with the nationality of your avatar. The reason for this is it will sensitize you to the significant variables of the various cultures you may be targeting.

In the world today there are multiple cultures infused into many countries. It's a good idea to be aware of the cross-cultural influence so prevalent in today's world.

### *Your Avatar has a Nationality*

The nationality of your target market will influence how you characterize the avatar. The cultural variables indigenous to the nationality of your avatar have an influence on that which they value, and therefore the manner in which you market to them. Understand the unique practices, philosophies, and values of the nationalities you plan to do business with.

### *Your Avatar Lives Somewhere*

Where does your avatar live? In a city? In a small town? In a rural setting? Do they live in an apartment, condominium, townhouse, or a single family home?

Where they live has an influence on how you characterize the avatar. For example, how much time do they spend commuting? How accessible are recreational opportunities, and so forth. Where and how they live influences and defines their environment. Depending on your product, you may well have a preferred target market that excludes certain populations.

### *Your Avatar has a Religious or Spiritual Belief*

Religious and spiritual beliefs vary around the world, and are a part of who your avatar is. In characterizing your avatar you should give thoughtful consideration to this.

We live on a small planet that is getting metaphorically smaller every day. Technology has opened communication across cultural and religious lines. Giving your avatar a religion (or a range of religions) or a spiritual practice prompts consideration of the compatibility and associated benefits of your product with religious and spiritual practices of your target market.

### *Your Avatar has Relationships*

The relationship status of your avatar is a critical component: are they single, dating, engaged, monogamous, plutonic, married? Do they have kids? Are they caring for elderly parents? Relationships introduce dynamics that influence how you characterize the avatar. Relationships have an impact on needs and values of the individual as well.

### *Your Avatar has an Education*

Whether formal or not, your avatar has an education of some type. It may be street-smarts, or it may be a Ph.D. An accurate characterization of your avatar should consider education, because education can and usually does influence what people value and need.

Education type also influences your marketing practices and the methods and language you use. The message that evokes an emotional response from your customer may be very different depending on the type of education your avatar has.

### *Your Avatar has an Occupation or a Vocation*

Whether self employed, employed by a large or small business, or a housewife or househusband, your avatar has an occupation or vocation. This is where they spend a significant portion of their time, and can influence what they value. Occupation and vocation is a category in which there is a great deal of change.

### **Intimate Characteristics of Your Avatar**

Defining intimate characteristics of your avatar is when you meet them face to face, heart to heart, where they live. It's where you get to know them and step into their lives.

### *A Day in the Life of Your Avatar*

An effective technique to identify and understand the specific characteristics of your avatar is the "Day In the Life" exercise. In this technique you create a typical day in the life of your avatar from the time they wake up in the morning until they wake up the next morning. You also break it down by weekday and weekend, since these are usually two different states of mind of your avatar.

Part of the exercise is to begin with the Perfect Day Core State (PDCS). This is a very unique way of looking at the life of your avatar.

#### **The Perfect Day Core State (PDCS)**

Begin with a picture in mind of your avatar using your product and getting the perfect result or outcome, or perhaps taking massive action as a team member and getting the perfect results. This is referred to as the *Perfect Day Core State, or PDCS*.

*PDCS* is where you envision the avatar doing what you would most ideally want them to do: using your product and getting the perfect result that adds value to their lives and fulfills their needs. It becomes the core of their day.

This moment in their daily life is the core around which you build their day-in-the-life as an avatar. The experience they have with you and/or your product is the catalyst for how their day evolves. To model and understand the impact you can make on their lives, you have to begin with the end in mind - the perfect experience.

You examine their feelings and emotions as they experience your product and get the desired results. How are they feeling? What emotions are they experiencing? Are they excited? Confident? Who did they call to tell about what your product just did for them?

What often prompts people to take action are feelings and emotions. For this reason you want to envision the perfect feeling and emotion state your avatar can experience, and how your product is creating or contributing to that state. You want to know what feelings and emotions they must experience to have the perfect day, and the figure out how to help them experience those feelings and emotions.

### Moving Spherically Outward Into Life

From the PDCS you move spherically outward to envision their day evolving as a sphere. Why a sphere? Because their day is multidimensional, filled with parallel, serial, and tangent experiences. Life is happening all around them. Life is not a straight line! Your product can influence their day, and how that happens is what you want to understand.

Using the spherical analogy gives you the opportunity to think in multiple dimensions about the life of your avatar.

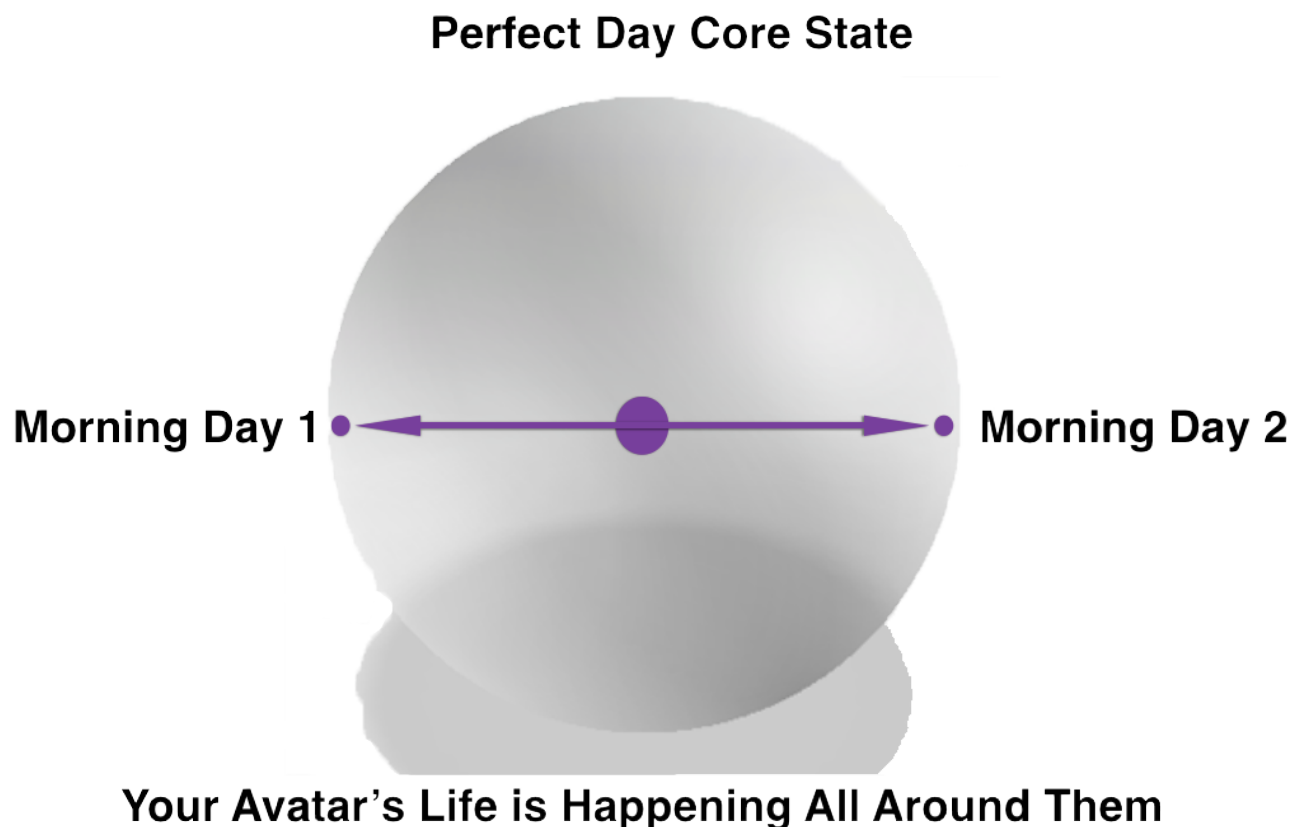


Figure 2-1: Using the Perfect Day Core State to create a day in the life of your target avatar.



## The Things They Feel, Experience, and Do

At this point you have a picture in mind of your avatar having the perfect experience with you and/or your product. You're expanding your mental picture into their day, beginning at the core and expanding to a point on the left which represents their first moment of awakening on day 1, and to a point on the right which represents their first moment of awakening on day 2.

The reason the day in the life goes from awakening to awakening is that one of the questions you're going to ask is: What keeps them awake at night? To answer this important question you need to have a mental picture that include night as part of their day! Make sense?

What you're doing with this approach is creating the avatar's life that compliments, supports, and revolves around the experience with your product. This is an ideal scenario, but the concept is centered around determining the best way for your product to impact the life of your avatar. Envisioning this allows you to move toward creating the scenario in reality.

You can categorize their day into four specific groups of questions and one bonus group:

▶ *What do they Feel?*

- This is an emotion category, and one that is very important. When it comes to marketing and getting your message seen and heard, you will be more effective if you understand and resonate with their emotional state of mind.

▶ *What do they experience?*

- This is a lifestyle category. Here you're looking to match your product with their lifestyle, and in fact show how that lifestyle can be made more enjoyable using your product. Improving lifestyle is also one of the top priorities of many people.

▶ *What do they do?*

- This is a broad category that consists of things they own, drive, wear, habits they have, activities they do, obligations, responsibilities, etc. This is where they are going to spend a significant part of their life. It is also one of the ways they create their own identity, self image, or persona.

► *What do they value?*

- This is a category that includes cultural, religious, personal, educational, professional, and other areas of life influenced by personal and societal values. No avatar definition would be complete without asking what the avatar values the most. Ultimately your product will have to compliment or be in alignment with the values of your target market avatar.

These categories are by no means cast in stone or all inclusive. In some cases your questions may seem like they belong in more than one category. Don't worry about it. Your objective here is to make a list of questions that will allow you to create the face and life of the avatar you want to get to know on an intimate basis. You can create whatever categories that help you ask good questions.

Remember to move outward from that PDCS, and think creatively and multidimensionally. Create questions around their evolving daily life. You can use the questions below as an example. Always make sure you're including questions about how they use and benefit from you product.

**What Do They Feel?**

- What or who do they love?
- What or who do they despise?
- What or who do they admire?
- What or who do they fear?
- What or who brings them joy?
- What or who makes them sad?
- What or who makes them angry?
- What or who surprises them?
- What or who excites them?
- What or who disgusts them?
- What or who keeps them awake at night?
- What or who causes them to worry?
- What or who makes their energy level rise?
- What or who makes their energy level fall?

- What or who are they passionate about?
- What or who could they care less about?
- What are the biggest areas of dissatisfaction in their life?
- How does your product make them feel?
- What do they tell others about your product?

### **What Do They Experience?**

- What entertainment do they like?
- What recreational activities do they like?
- What family activities do they enjoy?
- What books do they like?
- Who are their favorite movie or television personalities?
- What is their favorite weekend activity?
- Where do they go for the weekend?
- Where do they like to dine?
- Where do they hang out online?
- Where do they hang out offline?
- What do they like best about your product?
- How do they describe their experience with your product?

### **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 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?
- ▶ **What Do They Value?**
- Wealth?
  - Health?
  - Relationships?
  - Time?
  - Freedom?
  - Choices and options?
  - Integrity?
  - Honesty?
  - Innovation?
  - Attention to detail?

### **Product and/or Opportunity Specific Questions**

There is one bonus category that is subjective and product benefit specific. These types of questions can be asked in the categories above, but it is often more useful to create a separate category.

In essence you want to ask how they acquire and use your product, how they benefit, how they know they are receiving a benefit, and how and when they would like continued communication with you.

Remember, you seek the alignment of your avatar's needs, wants, desires, etc, with the benefits of and value delivered by your product. You want them to know how to recognize they are receiving a benefit so you can build that into your marketing right up front.

### *Simplify and Verify*

One of the important reasons you want to gather detail and ask a lot of questions is it allows you to better synthesize more relevant and important questions. This leads to a more accurate and useful definition of your avatar.

Once you have completed general and intimate level questions, then it's time to create a description of your avatar. In this case you describe their day and life from awakening on day 1 to awakening on day two. You now build the flow of their live based on the information you have assembled.

*Next, simplify.* Look at all the characteristics of your avatar and ask which are relevant to your objective and which aren't. Remove the irrelevant characteristics and simplify the avatar down to the most clear, concise, compact version.

If you've gained new insights that are significant and relevant, incorporate them. A word of caution: don't get paralyzed with perfection. Your avatar is good enough if they have the characteristics you can use to understand how to meet their needs and bring them compelling value.

*Then, verify.* Before you design and launch your marketing campaign, verify this is the avatar you intended to create. Can you see this avatar existing in the marketplace? Are they a representation of the customer who is most likely to benefit from your product?

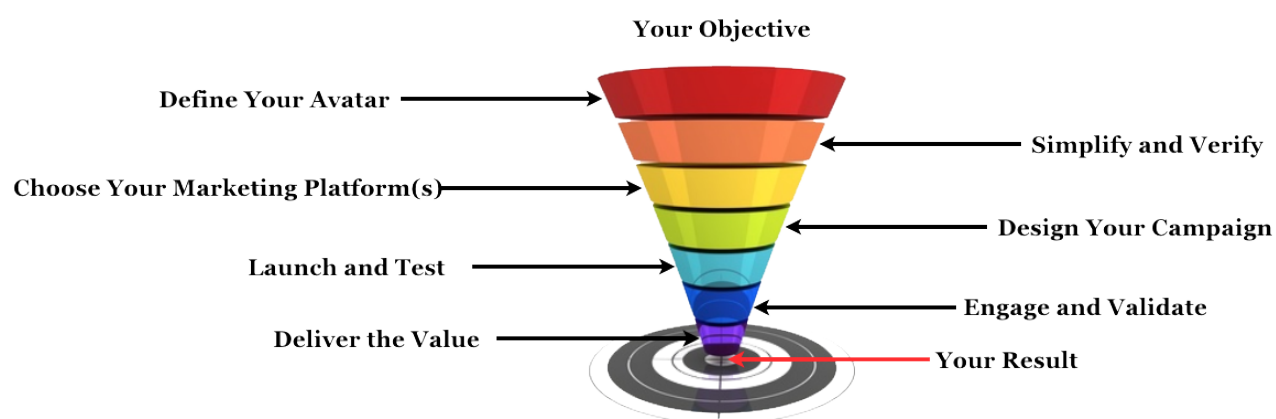
Once you have simplified and verified, it's time to go find the real life embodiment of your avatar by creating and launching your marketing campaign!

# Applying Your Avatar

## *How to Use Your Newly-Created Avatar*

### 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.



**Figure 3-1: Avatar Application Funnel: How to use the avatar in creating and executing a marketing strategy**

### *Your Objective*

What is the objective you seek from engagement with the avatar that represents the foundational element of your target market? Being clear on this point will get the most from your resources of time, money, focus, and energy. You need to know what you want before you can reasonably expect to get it!

### *Define Your Avatar*

This primer has been about defining your avatar. It follows the Objective phase because knowing what result you want brings clarity to who you will market to in order to achieve that objective. This can be an interactive process where defining your avatar changes your objectives, or visa versa.

## *Simplify and Verify*

If you met your avatar on the street, would you recognize it? Can you form a clear vision in your mind of your avatar? Simplify to get to the essential characteristics of the avatar, then verify that this avatar is representative of real life embodiment to be found in the real world market.

## *Choose Your Marketing Platform(s)*

In the definition of your avatar you have asked the question: Where do they hang out online and offline? In other words, what platforms do they use on the internet? Facebook, Twitter, YouTube?

Platforms of sorts exist off line, too. What places do they frequent: Starbucks, Applebee's, Walmart? What print media do they read?

You have to know where to find them before you can market to them. The definition of your avatar will enable you to use demographic data available on nearly every online marketing platform.

You want to select the platforms that are most utilized by your avatar.

## *Design Your Campaign*

When you design your campaign you're defining the means by which you will connect with and engage your avatar. Two important considerations in your design process are:

1. Focus your message on the characteristics of your avatar that are most emotionally engaging, most likely to fulfill their most significant needs and solve their problems, and which are in alignment with their values.
2. Understand the various options and parameters of the marketing platforms you intend to use so you can concisely, compactly, and simply get your message in front of your target avatar in a manner that supports the focus described in item 1 above.

It is important to design your campaign with the deliberate intention of using the avatar definition you created. In the process of executing your campaign you may find you need more definition of the avatar, which you would not have known had you not defined the avatar in the first place.

## *Launch and Test*

You won't know how accurate your avatar is until you launch your campaign. Once your campaign is running it is important to evaluate the performance. You want to know how your message is being received, and by whom. Is the response from people whose characteristics are close to the definition of your avatar, completely different, or somewhere in between.

You may want to test different messages to gauge variations in response, and then analyze to see if it's driven by an avatar definition or the message itself.

## *Engage and Validate*

When leads are coming in it's time to engage with those people. Whether by phone or other means, you want to find out how closely reality matches your avatar. With this information you can validate if you're on target, or if modification need to be made. Validating your avatar is a good idea, because this avatar will be serving you in many campaigns to come.

## *Deliver the Value*

With your lead now a customer, you deliver the value advertised. Continued engagement is important. In order to determine the degree of satisfaction of your customer, and to correlate your avatar PDCS model around which your avatars day is formed, you need to know what your customer is experiencing. Did you deliver the value you envisioned you avatar would experience?

Did you accurately characterize what was important to your avatar by correlating against the experience with the real life embodiment of that avatar?

*The fundamental question:* How do you know if you have delivered useful and compelling value to your customer? Answer: Ask them!

## *Your Result*

Now you have a result. Does the result match the objective you set out to achieve? Did your avatar turn out to be on target? What did you learn in the process? Did your avatar contribute to the results? Will there be a new or modified avatar?

There are certainly variations on this process; and in some cases no process at all! Nevertheless, it is important to use the characteristics of your avatar to design and guide your marketing strategy. The avatar becomes a living entity as your plan moves forward. You will revisit your avatar exercise multiple times on your way to success!



# Conclusion and Summary

## *Avatars and Dreams*

Avatars and dreams have something in common: both are products of your imagination. Both are means by which you can test the possibilities life offers. They have no limitations, and allow you to see beyond where you're at today. They are the building blocks, threads, and first steps in creating future reality. Think about that a moment.

*Don't put probabilities on your possibilities. Dream freely, dream big, believe and achieve.*

The avatar technique is the "Day in the Life" exercise. It is used by the most successful companies in the world, as well as most successful solo entrepreneurs. It works for them, and it will work for you. Make it your own process, and customize it to your needs. Your avatar will serve you for many campaigns in the future!

Defining your target market avatar is about understanding how to deliver positive impact and value to another human being. This is the fundamental element of business success. Think about it: is there a business on this planet that doesn't impact another human being in some way?

When you define your avatar you're asking questions to find out what matters the most to the customer. You're asking what they value, why, and how you can help them acquire that which they value.

In this process you may find your product is lacking. Maybe you're missing features that would bring the benefits your customer really needs. Maybe your product is a bad idea looking for a good market. Working through the avatar exercise will give you insight into the validity and impact of your product, as well as help you create a winning marketing campaign and business plan. The avatar process may even create new products and opportunities never before imagined.

Make the avatar process part of your business practices. Whether a solo entrepreneur or a corporate team, defining your avatar is how you cast the cornerstone of the foundation on which your business is built. That cornerstone is your customer.



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 do 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?	

<b>Intimate Characteristics of Your Avatar</b>	
<b>What do they do?</b>	
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?	





## *About the Author*

Dana Scranton is an entrepreneur and international business person, with broad experience in business ranging from high-tech aerospace and semiconductors to retail sporting goods and specialty vending to direct selling and network marketing. Dr. Scranton has held positions from engineer to Senior VP, including executive positions in sales and marketing, corporate management, product and application development, and customer, market, and business development. He has been both entrepreneur and intrepeneur, injecting highly effective entrepreneurial principles and actions into organizations of various sizes.

Dana's fundamental mission in life is to help entrepreneurs create a lifestyle of fun, profit, freedom, and impact by providing training, ideas, and inspiration. He believes that only when the entrepreneur creates such a lifestyle can they then exercise options and choices to bring about massive impact in the world.

His philosophy is simple: "The entrepreneur in best positioned to bring positive change and impact to the world. Being unencumbered by organizational limitations and protocol and absence of resources, the entrepreneur possesses a vision of possibilities and what can be, and moves forward with the courage to make that vision a reality; and in so doing, improves lives and brings new hope and possibilities to people on a global basis."