**Customer Avator Creation**

**Unmet Needs**

•What are a few things that you struggle with most on a daily basis?

•What kind of solutions in the [insert your market here] market are you actively looking to buy?

•What are the biggest fears or frustrations prompting you do look for a solution?

•With regards to \_\_\_\_\_\_, what’s your ideal outcome and how do you think you’ll get it?

•With regards to \_\_\_\_\_\_, what’s the fantasy that’s beyond your wildest dreams?

•If this fantasy were met, what about it would you most want to brag about, and to whom would you

want to brag?

•In a perfect world, what does your idea Monday look like? What time do you get up? What kind of food

do you eat? What kind of house do you live in and where?

•What kinds of false promises by marketers in the \_\_[insert your market here]\_\_ have you fallen for?

**Identity**

•How do you want to be remembered after you die?

•Do you curse on a regular basis?

•Forget your real age, how old do you feel?

•Do you feel like the world is generally on your side?

•What fears do you have that you don’t even admit to yourself? •Who do you most resent?

•What do you most want to brag about, and to whom?

•What symbolizes success to you?

•What values do you most want to impart to your children?

•What was the last thing that made you really happy/sad/angry/frustrated?

**Market Participations**

•Who’s are your biggest heros generally, and in the \_\_[insert your market here]\_\_ market? •Who do

you most look up to and trust in the \_\_[insert your market here]\_\_ market, and why? •What do they

symbolize to you?

•Who do you most distrust trust in the \_\_[insert your market here]\_\_ market, and why?

•What do they symbolize to you?

•What product would you love to buy if someone were smart enough to make it for you?