

Ideal Customer Avatar Worksheet

Use this resource to define your
most valuable target audience

IDEAL CUSTOMER AVATAR (ICA) WORKSHEET

Describe your ideal customer and their characteristics (self, family, home, neighborhood, job, important opinions or activities).

What are your ideal customer's top characteristics you would use to describe them if you were making an introduction? (Ex.: creative family photographer, busy parent, ambitious career woman)

Describe a day in the life of your customer.

What do they do in their job and their free time?

What are their responsibilities?

Where do they shop and what do they buy?

Where do they hang out online (which social media channels, sites they browse, memberships or communities)?

Where do they hang out, IRL?

What sources do they turn to for information, entertainment, job, family, and/or life requirements?

Who or what inspires and motivates them?

What is the problem or pain point you can solve for them?

When and where do they experience the problem you can solve?

How can you solve the problem?

What are their options for this problem?

What are the reasons they should choose your solution?

What is their ideal future?

Now the fun part! Name your avatar:

Distill Your Knowledge to Complete Your ICA-Based Value Statement

I help _____, who _____, _____
person/market problem/challenge verb/action you'll help them do

vision of their ideal future

Examples (conveniently color coded for clarity):

- I help **working parents** who **have to feed their kids after a long workday** **prepare** healthy family dinners in under 30 minutes.
- I help **family photographers** who **are just starting their businesses** **find** two recurring clients per month.
- I help **ambitious career women** who **want to overcome the pay gap** **identify high-value professional activities** to increase their earning capacity.
- I help **place-based organizations** who **need to increase dollars spent in their community** **attract** leisure and business travelers.