

customer

PERSONAS

avatars

WORKSHEET 1: CUSTOMER PERSONAS/AVATARS

WHO IS YOUR IDEAL CUSTOMER?

BUILDING POSITIVE PERSONAS/AVATARS

Build positive customer personas (or avatars) to help you identify with your ideal customers.

Depending on your business, some prompts will be more relevant to fill in than others.

For example, if an ideal customer is a general manager in a small product-manufacturing business, their marital status and whether or not they have children may be irrelevant.

However, if you sell hand-crafted, high-end babywear direct to mothers, then gender, age, number of children and income will be particularly relevant. Use the prompts that are relevant for you and build a picture of your ideal customers.

A persona for someone needing communication services is Eric:

- Eric is 45 and is a project manager in a big company
- He thinks communication is really important but doesn't know what to do
- He likes to call in the experts
- Eric takes advice and wants to build relationships with his customers
- Budget is not a problem and Eric always pays on time
- Eric is good fun and is just the kind of guy you want at your Christmas party

example



Name

Gender

Age

Ethnicity

Where do they work?

What's their professional role?

Characteristics (strong likes or dislikes)

Marital status

Children (how many?)

What do they like to do?

Income/Cash flow (whichever is most relevant)

Why do they need your product or service?

BUILDING NEGATIVE PERSONAS/AVATARS

It can also be useful to do some personas/avatars for your worst-nightmare customers – just to remind you why you don't want to work with them. It might be because they love what you do but have no money to actually pay for it, or it may be that they have unrealistic expectations and are so difficult to work with that they could never pay you enough to make it worth your while.

Use the same prompts to identify your negative personas/avatars.

**NEGATIVE PERSONA/AVATAR – HAVE SOME FUN
(AGAIN, YOU MIGHT WANT TO DO SEVERAL)!**

Name

Gender

Age

Ethnicity

Where do they work?

What's their professional role?

Characteristics (strong likes or dislikes)

Marital status

Children (how many?)

What do they like to do?

Income/Cash flow (whichever is most relevant)

Why do they need your product or service?

A persona for someone who is not the kind of client we want is Pamela:

- Pamela is the Communications Manager of a large team in a global company.
- She is 53, works almost 24/7 and expects consultants and contractors to do the same.
- She only cares about making money and has no boundaries – she calls in the evenings – wants jobs turned around overnight and loves having 8am meetings in town.
- Pamela is abrupt and rude and rarely shows appreciation.
- We don't like Pamela and won't work with her.

example



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