



Like A Boss Girls Business Plan Basics Customer Avatar Worksheet

Think you've got an ironclad business idea? Good for you! But developing your business plan is just one step. In order to market your new biz effectively, you need to *know your customer*. And "teenage girl" won't cut it. You need to *really* get inside the heart and mind of the people you believe can't live without your product or service. One way to achieve this is to actually *create* your ideal customer...we're talking **avatar**.

Grab a chair and pen (or computer), and prepare to enter the mind of your customer. To do this, you're going to fill out a dossier of sorts. Answer the following series of questions to the best of your ability, and by the time you're done, you'll know exactly who should be lining up to buy whatever it is you're selling.

NOTE: We've chosen to use feminine pronouns for this worksheet—"her" and "she." Feel free to substitute if this doesn't work for *your* ideal customer avatar!

Now, without further ado...answer the following about *your* ideal customer.

Part 1: The Basics

Name:

Describe her appearance (including her outfit).

What kind of environment did she grow up in? Urban, suburban, rural?

What's her family make-up?

What social class is she in? Does she have spending money?

Does she have a part-time job? If so, where does she work?

What are her hobbies? How does she spend her time after school?

When she's procrastinating on her homework, she can be found surfing this blog or website:

What's her favorite subject in school? What's her least favorite?

Part 2: Going a little deeper...

What are her core values?

What qualities does she look for in her best friends?

What three words would you use to describe her?

What's her best memory from high school thus far?

What possible occupation is she considering when she graduates from college?

Is she going to college or even grad school?

Is she more likely to use Twitter, Instagram, Facebook, Snapchat or Pinterest? Or all of the above? And why?

What are the top three items on her bucket list?

What's she most likely to blow her paycheck on?

Who's her biggest role model?

When she lays awake at night, what's she stressing about?

She'd die of embarrassment if people knew this about her:

What's her current BIG goal?

How will she feel if she doesn't achieve it?

Part 3: Fill in the blanks!

The celebrity she most admires is _____ because _____.

The song playing nonstop on her iPhone/iPod these days is _____.

The movie she'd watch 100 times without getting sick of is _____.

On a Friday night, she can't wait to _____.

If she's on Pinterest, she's most frequently pinning pictures of _____.

She's killing time at a bookstore, picking out a magazine. She reaches for _____.

The restaurant she's always trying to drag her friends to is _____.

Her fantasy vacation destination is _____.

Her quote to live by:

Part 4: Get Artistic

Grab a pencil and a clean sheet of paper. Don't worry—no major art skills needed—just do your best. But now it's time to *draw* your ideal customer. Be sure to capture...

Her clothes—what's her style? How does that convey what she's about?

Her accessories—what doesn't she leave the house without?

Her attitude—is she fired up? Mellow? Thoughtful? Gregarious?

Now: use this “avatar” as your inspiration. Anytime you're working on your business venture, ask yourself, *how would my avatar respond to this? What would my avatar think? What does my avatar need? How can I best serve my avatar?*