

**Customer Avatar Worksheet**

<b>Name</b>	
<b>Picture</b>	
<b>Age</b>	
<b>Gender</b>	
<b>Where do they live</b>	
<b>Do they work? If so where?</b>	
<b>What level of education do they have?</b>	
<b>What do they like to do in their spare time?</b>	
<b>What are the top 3 things on their wish list?</b>	
<b>What do they worry about?</b>	
<b>Are there any threats your customer can overcome by using your product?</b>	
<b>What could open up for your customer if they used your product or service?</b>	

To get really clear it's a good idea to interview people who you think are your ideal customers.