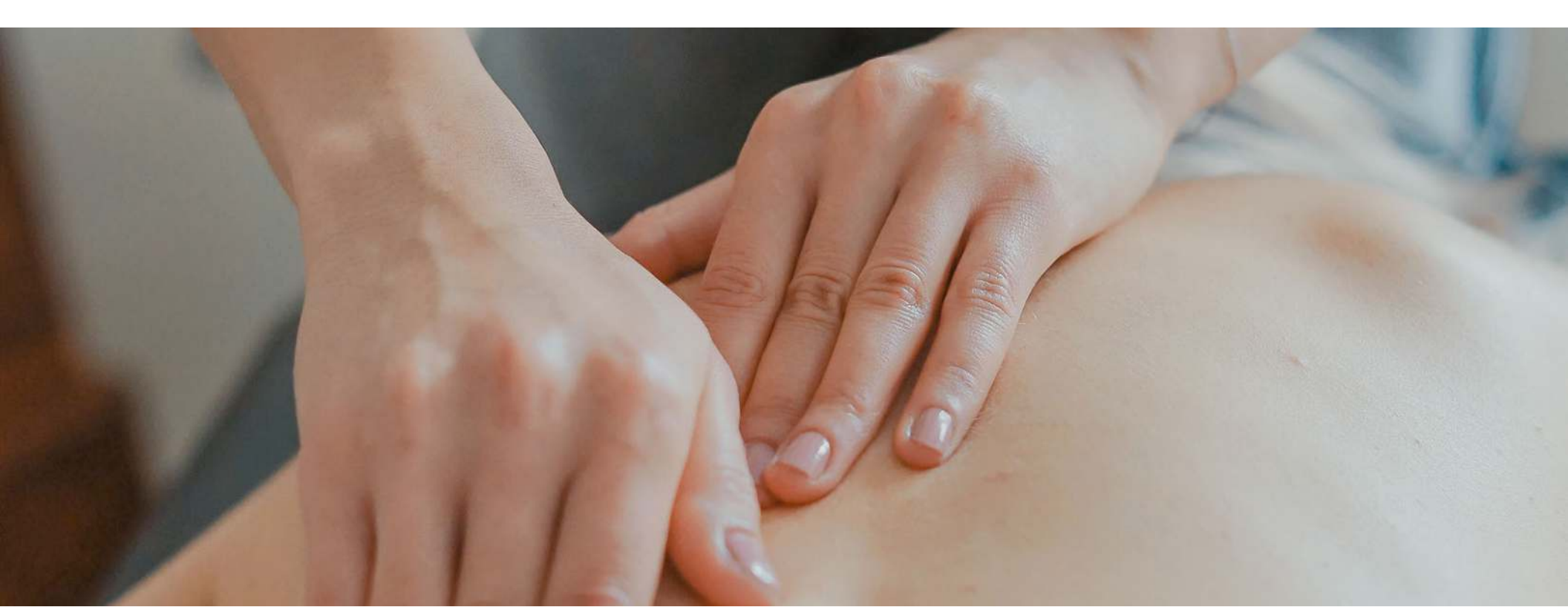




Know Your People

Clarify Your Strategy



How can we truly engage anyone unless we really, REALLY know them?

Before we can create messaging that moves, we have to ensure that we are more in love with our PEOPLE than our products! How can we serve an audience unless we really, truly know them? The answer is, we can't. Developing a "buying avatar" is the best exercise to showing us the secrets to the most effective engagement strategies possible.

Write down the first answers that come to mind for the following questions:

1. What are the obstacles your buyer faces most in their lives? How does what you offer make their lives easier or solve a major problem that they struggle with?

2. If most of us are motivated by love (love for our families, friends, selves, etc) or status (security, stability, foundation)- how does what you offer help solve those needs?

3. If you went to connect with your typical customer on social media, which platform would you start with? Which platform would you visit second?

4. Who does your customer follow online? What groups do they belong to?

5. Where does your customer spend their time offline? Doing what? With whom?

6. How does your buyer see themselves today? How do they WANT to see themselves in the future?



7. What causes does your customer believe in?

8. Where does your customer shop? What brands do they love?

9. Think of your biggest superfan customer. How would you specifically describe them to a friend?



Buyer Avatar Framework:

My ideal buyer is (describe their role/title) who (loves x) but faces (problem y). If she/he (buys/hires/works with you) she will attain (success metric).

For example:

My ideal buyer is an entrepreneurial direct seller/social marketer **who loves** how her company has helped her live her best life personally and professionally **BUT** she gets frustrated with knowing exactly how to use social platforms to best attract more customers to her business. **If she** spends a day with me in the Social Media Spa, **she will attain** the know-how she needs to grow her business exponentially online.

Ok friend, it's your turn!



My ideal buyer is:

Who loves :

But faces (problem):

If she/he/preferred pronoun/ (buys, hires, works with, tries,):

She will attain (success metric):

This "buyer avatar" creation exercise can be tough but the most practical way to clarify exactly who your customer truly is. Great job!
xoxo

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