

Build yourself a customer avatar

Answer these questions to build yourself a customer avatar that connects your understanding of your client to the services you offer. If you're struggling to answer these questions, it's a sign you don't know your customer well enough. You might want to [do some customer interviews](#).

YOUR CLIENT	YOUR SOLUTION
<p>Describe your ideal client.</p> <ul style="list-style-type: none"> • What does this person do? • Where do they live? • Are they female, male or non-binary? • How old are they? • What else do you know about them? Are they educated? Do they have a family? How much do they earn? What do they like? • Where do they hang out online? 	<p>Why are you qualified to help?</p> <ul style="list-style-type: none"> • How did you learn to serve this person? • What makes you qualified to help them? • How did you manage to learn these skills? Keep it humble here. You don't want to sound like you think you're the dog's nads.
<p>How are they hurting?</p> <ul style="list-style-type: none"> • What problem do they have, that you can solve? • How does this problem manifest itself? • How do they feel experiencing this problem? • When do they experience this problem? Does it happen often? Does it last long? • What effects does this problem have on the rest of their life? Does it affect their income? Their health? Wellbeing? Social life? • Why is it not their fault that they experience this problem? We don't want them to feel guilty or ashamed. Find the bad luck that got them in this pickle. 	<p>How do you help them?</p> <ul style="list-style-type: none"> • What service / s do you offer • How does your service remove your client's pain / solve their problem? • How does your client get the service you offer? • What does your customer have to do to make your solutions work for them? • How long does your solution take to work? • How long do the results last? • Does your service have any other positive effect on your customers life (beyond solving their problem)?
<p>Why do they need help?</p> <ul style="list-style-type: none"> • Why can't they fix this problem by themselves? • What have they tried before? 	<p>Why are you the right person to help?</p> <ul style="list-style-type: none"> • Why is your solution better than your competitors' solutions? • What competitor's solutions have failed?
<p>If their problem is solved ...</p> <ul style="list-style-type: none"> • What outcomes will they enjoy? • What will their life be like? • How will they feel? 	<p>If they reject your solution ...</p> <ul style="list-style-type: none"> • How does their problem get worse? • Does their pain increase? • Do the knock-on effects on the rest of their life get worse?

This customer avatar question framework is adapted from Colin Theriot's Lock & Key customer avatar method. Colin's a talented stateside copy slinger with his very own [Cult of Copy](#) (aka Facebook group).