

CUSTOMER AVATAR FORM

WHAT IS YOUR NICHE MARKET?	
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DEMOGRAPHICS

Gender:	Location:
Age:	Kids:
Relationship Status:	Education Level:

PSYCHOGRAPHICS

What are their main problems in your niche?	What is their one biggest problem in your niche? <i>(What keeps them awake at night?)</i>
What goals do they have for your niche?	Why do they want to achieve these goals? <i>(Earn money to better provide for family?)</i>
What do they like about your competitors' products?	What do they dislike about your competitors' products?
If they could have ANY solution in your niche and there were no limits what this could be, what would it be?	What stops them from taking action? <i>(Fear or lack of something?)</i>
Which experts or companies in your niche do they love? <i>(Who are your competitors?)</i>	Other details <i>(Business.Facebook.com audience insights)</i>