

Marketing Startup Secrets

www.MarketingStartupSecrets.com

CUSTOMER AVATAR

A customer avatar helps you get clear about who your **ideal prospects** are.

WHAT IS YOUR NICHE MARKET?	
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DEMOGRAPHICS

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

PSYCHOGRAPHICS

What are the main problems in their niche?	What is the one biggest problem in their niche? <i>(What keeps them awake at night?)</i>
What goals do they have for their niche?	Why do they want to achieve these goals? <i>(Earn money to better provide for family?)</i>
What do they like about their competitors' products?	What do they dislike about their 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 their niche do they love? <i>(Who are the competitors?)</i>	Other details <i>(LinkedIn audience insights)</i>