

CUSTOM CUSTOMER

IN THE BOXES BELOW, DESCRIBE YOUR CUSTOM CUSTOMER, YOUR AVATAR, BY WRITING AS MUCH ABOUT THEM AS YOU CAN. THEN WRITE OUT HOW YOU PLAN TO SOLVE THEIR PROBLEM OR FULFILL THEIR NEED. REMEMBER, THEY WILL MAKE UP YOUR TARGET MARKET.

NAME

AGE

GENDER

FAMILY INFO

**WHERE DO
THEY LIVE**

**WHERE DO
THEY SHOP**

**WHERE DO
THEY HANG OUT**

**WHAT SOCIAL
MEDIA THEY USE**

PROBLEM

NEED

HOW I WILL SOLVE MY
CUSTOMER'S PROBLEM AND
FILL THEIR NEED

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