



Determine who your ideal client is with

The Infinite Management Co.



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Customer Avatar Questionnaire

1. Demographics

Section one is really getting to know who exactly your ideal client is. Answer the following questions in as much detail as you can...

- *Male or female?*
- *Age range?*
- *Where do they live?*
- *Do they have children? Pets?*
- *Occupation?*
- *Annual income?*

2. Goals/Values

This section is all about what your client wants to achieve and what their core values are...

- *What are their main goals?*
- *What are their commitments?*
- *What are their problems?*
- *What are their values?*
- *What is really important to them?*

3. Behaviour

Dive in deep about how your client lives...

- *What is their lifestyle like?*
- *How often do they travel?*
- *How often would they use a service/product like yours?*
- *Are they a homeowner?*
- *What are their interests, their hobbies?*

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Example Avatar Questionnaire

This is an example of how detailed your answers should be. We've based this on a 'wedding venue' in Essex who are creating their customer avatar to get more weddings in the upcoming years

1. Demographics

- Male & Female / couples*
- Ages between 24-35*
- The South East of England, particularly Essex.*
- 1-2 Children - probably have a dog or cat*
- Working in a entry or managerial role earning between £18-25k per per year. Around £40k HH (House hold)*

2. Goals/Values

- What are their main goals? Finding a wedding venue that suits their requirements. Looking for somewhere with a friendly event manager and a flexible attitude. Want to get married within the next two years, while keeping costs as low as possible. Sticking to budget, while finding a venue that 'has it all'*
- What are their problems? Finding it hard to find a venue that suits all of their needs. Not many venues are child/dog friendly. Not many venues allow you to bring your own catering. Can't find a venue that they like that's local, or that has accommodation.*
- What are their values? Probably family focused, want the children to be involved. Might be intent on lowering their carbon footprint.*

3. Behaviour

- What is their lifestyle like? How often do they travel? Very busy and often on the go. If they aren't working, they're probably doing chores and/or playing with the children. Like to travel, but don't get to do it so often now they've started a young family AND are planning a wedding*
- How often would they use a service/product like yours? As a wedding venue, they would probably use our venue just once HOWEVER if they knew we also did engagement parties, christenings and more, they might use us for future events.*

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- *Are they a homeowner? Could be a homeowner, paying off a mortgage or possibly renting.*
- *What are their interests, their hobbies? Often spend time scrolling through facebook and instagram. Possibly using pinterest to plan their dream wedding. Days out with the family, probably visit a lot of parks and indoor play centers. When they aren't with the children, they might like to shop for the house and themselves. Other possible interests: events, festivals, parties, christmas events such as winter wonderland, dancing, cars, TV...*
- *Brand they might be interested in? Wedding directories or wedding brands such as big wedding fashion designers and wedding shows. Childrens brands such as mothercare or mamas and papas. Event brands, merlin theme parks, car brands, TV channels such as BBC, ITV...*

*It's important to note that often, you will have to create several avatars for different areas of your business. You might have a few different 'ideal customers' and need to investigate their demographics, goals and behaviours individually to be able to properly target them with your marketing material.

If you have any questions, or would like a little help filling out this questionnaire, please do not hesitate to contact us:



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