



CUSTOMER AVATAR EXERCISE

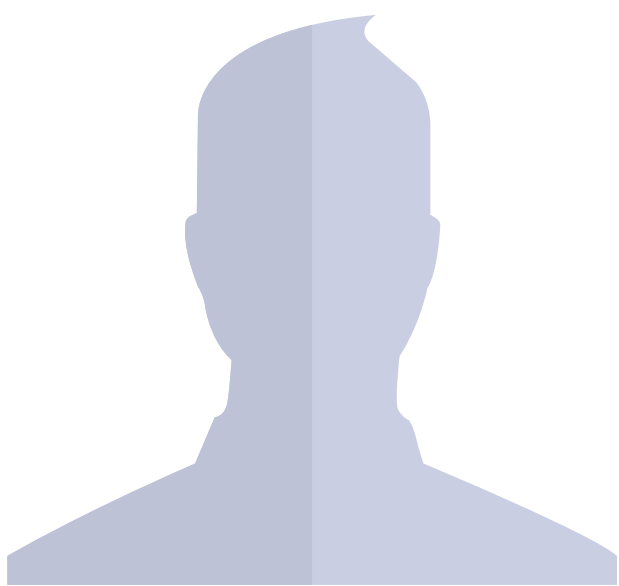
How To Speak To Your Target Audience



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PART 1. YOUR CUSTOMER PROFILE



NAME

STEP 1: DEMOGRAPHICS

Age

Sex

City

Education Level

Relationship Status

Occupation

Income

Household Size

STEP 2: PSYCHOGRAPHICS

What are their interests? Is it entrepreneurship? Are they a foodie? Do they love films, and if so — what kind of films?

What is their lifestyle like? Do they only eat organic? Do they have a high-stress job? Do they work out three times a week?

What are their core values? Do they care about integrity? Transparency? Diversity? By defining their values, you're also defining yours.

What are their personal goals? Is it to be at their healthiest? To generate more wealth? To look good naked? These can be big end-type goals or even short-term ones.

What causes matter to them? What movements do they support? This is a key consideration to understand what kind of brand messaging would appeal to your avatar.

What brands do they use? These brands don't necessarily have to include your competitors, although it would be beneficial to know.

PART 2. YOUR CUSTOMER PAIN POINTS

List 5 **relatable** and **believable** challenges your avatar is likely experiencing.

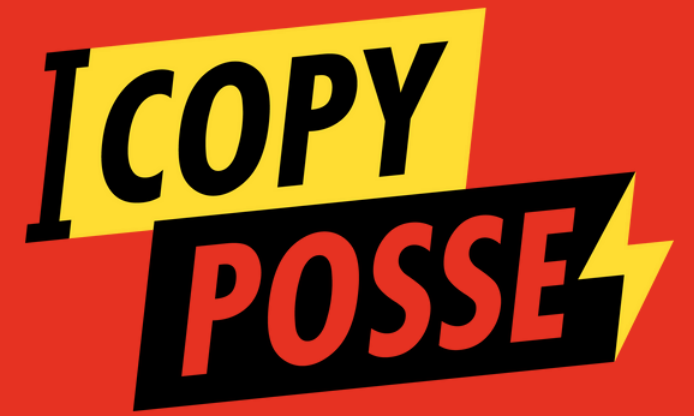
Example: A Customer Avatar for a business like HelloFresh, the meal-kit delivery service, might have a challenge like this: “I feel guilty when I don’t have time to cook healthy meals for my family. I often order takeout instead because I’m always exhausted after work.”

PART 3: FLIP THE SCRIPT

List the ideal outcome that is the **opposite** of each of the pain points in Part 2.

Example: HelloFresh. Flip “I feel guilty and exhausted” to “I now have regular quality time with my family over dinner without having to stress about what to cook and what to buy.”

ABOUT ALEX CATTONI



Alex is a copywriter, marketing strategist, and the founder of The Copy Posse—a boutique agency, online academy, and now **300,000+** strong global crew of authentic copywriters with a passion for creating community, credibility, and conversions with nothing but powerful and precise wording.

Her goal is to redefine what it means to be a copywriter and marketer today and share the techniques and strategies she's used to build a heart-centered **7-figure business** from the ground up.

Follow Alex on [YouTube](#) and [Instagram](#) for free content and copywriting tips. Visit [Copyposse.com](#) to learn more about her work and programs.

To learn more about copywriting, and master her proven 16-Step Sales Page Formula and 3 special bonuses, you can join the [Write & Ignite Challenge](#) here.

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