

**DAY ONE**

*User*

**AVATAR**  
QUESTIONNAIRE

## YOUR CUSTOMER

### Who are your target/favorite kind of customers?

Get as specific as possible by creating an avatar of them using the questions below.

**What is their name:** \_\_\_\_\_

**Age** (be specific, no 20 year ranges) : \_\_\_\_\_

**What job do they have?:**

\_\_\_\_\_

**What does their family look like?**

\_\_\_\_\_

**Where do they spend their spare time?**

\_\_\_\_\_

**Where do they go online?**

What blogs do they read, what Facebook groups do they belong to, who do they get emails from?

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What are their favorite places to shop?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**What advice about your business would *they* give you?**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_