



Attract the Right Customers

From your friends at
**weeknight
website**

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?
