IMPROVED RESULTS LLC

Developing Your Customer Avatar To Gain Maximum Results

Start 2021 With a “Bang”

Why Listen To Me

- Founder and CEO Improved Results, LLC
- Been on the Internet since January, 1997
- Co-developed and taught Xavier University MBA E-Business program
- Wrote the first book on pay-per-click search engines
- Helped over 1,277 businesses in 85 niches increase their revenue
- Author and international speaker

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE	AVATAR/PERSONA	AFTER
Have:		Have:
	DEMOGRAPHICS/INTERESTS	
Good vs. Evil:		Good vs. Evil:

FRUSTRATIONS & FEARS	WANTS & ASPIRATIONS

CUSTOMER AVATAR CANVAS

WHY WE DO THIS

- Clarify WHO you serve
- Clarify WHAT value you deliver
- Recognize and document difference between avatars/personas

First, let’s clarify the WHO…

PART 1:

CUSTOMER AVATAR DEEP DIVE

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE

Have:

Feel:

Average Day:

Status:

Good vs. Evil:

AVATAR/PERSONA

AVATAR/PERSONA NAME & DESCRIPTION

DEMOGRAPHICS/INTERESTS

KEY PURCHASE DRIVERS

AFTER

Have:

Feel:

Average Day:

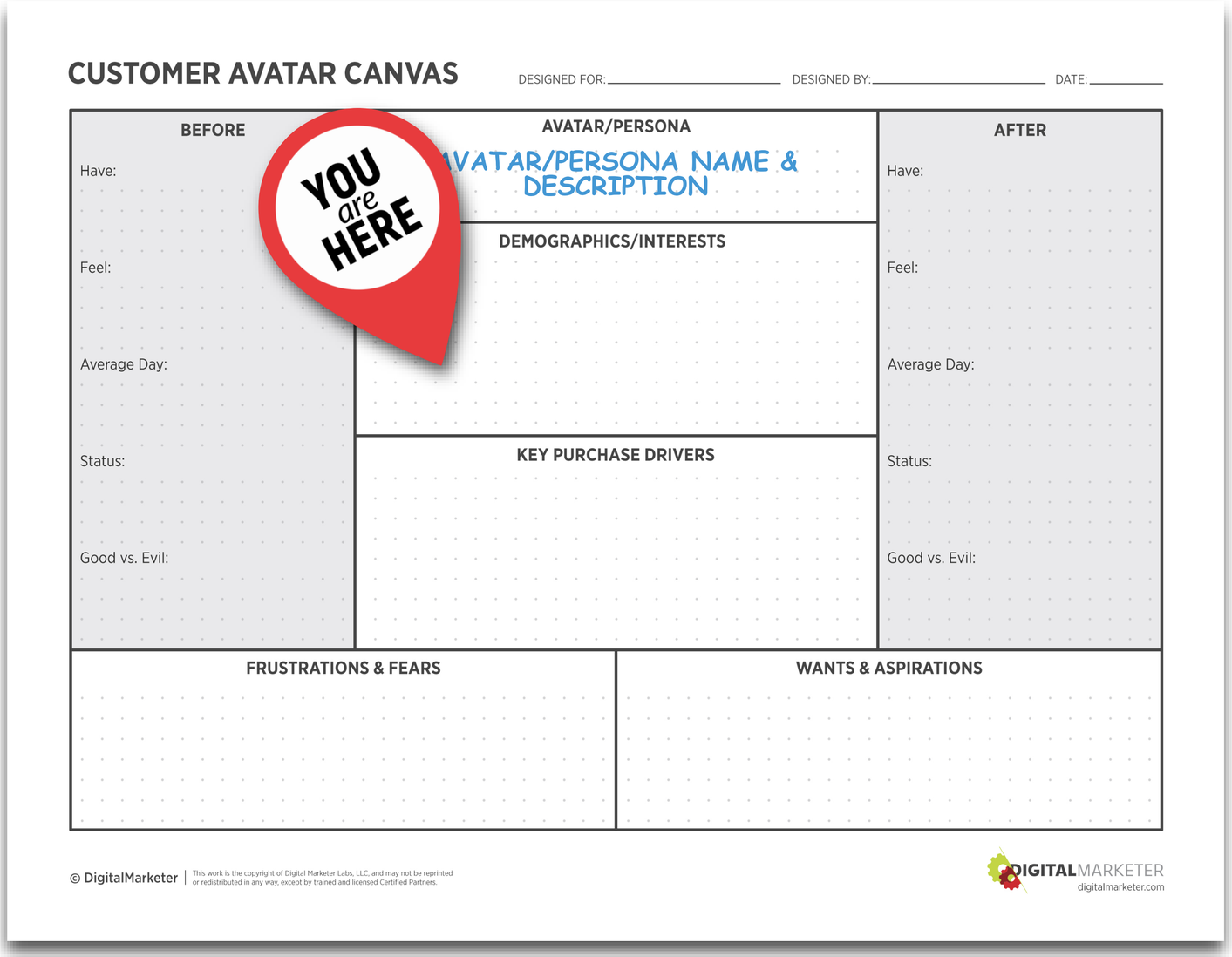
Status:

Good vs. Evil:

FRUSTRATIONS & FEARS

WANTS & ASPIRATIONS

STEP 1:
DEMOGRAPHICS & INTERESTS



CUSTOMER AVATAR CANVAS

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Average Day:

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AVATAR/PERSONA NAME & DESCRIPTION

YOU are HERE

DEMOGRAPHICS/INTERESTS

KEY PURCHASE DRIVERS

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Have:

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FRUSTRATIONS & FEARS

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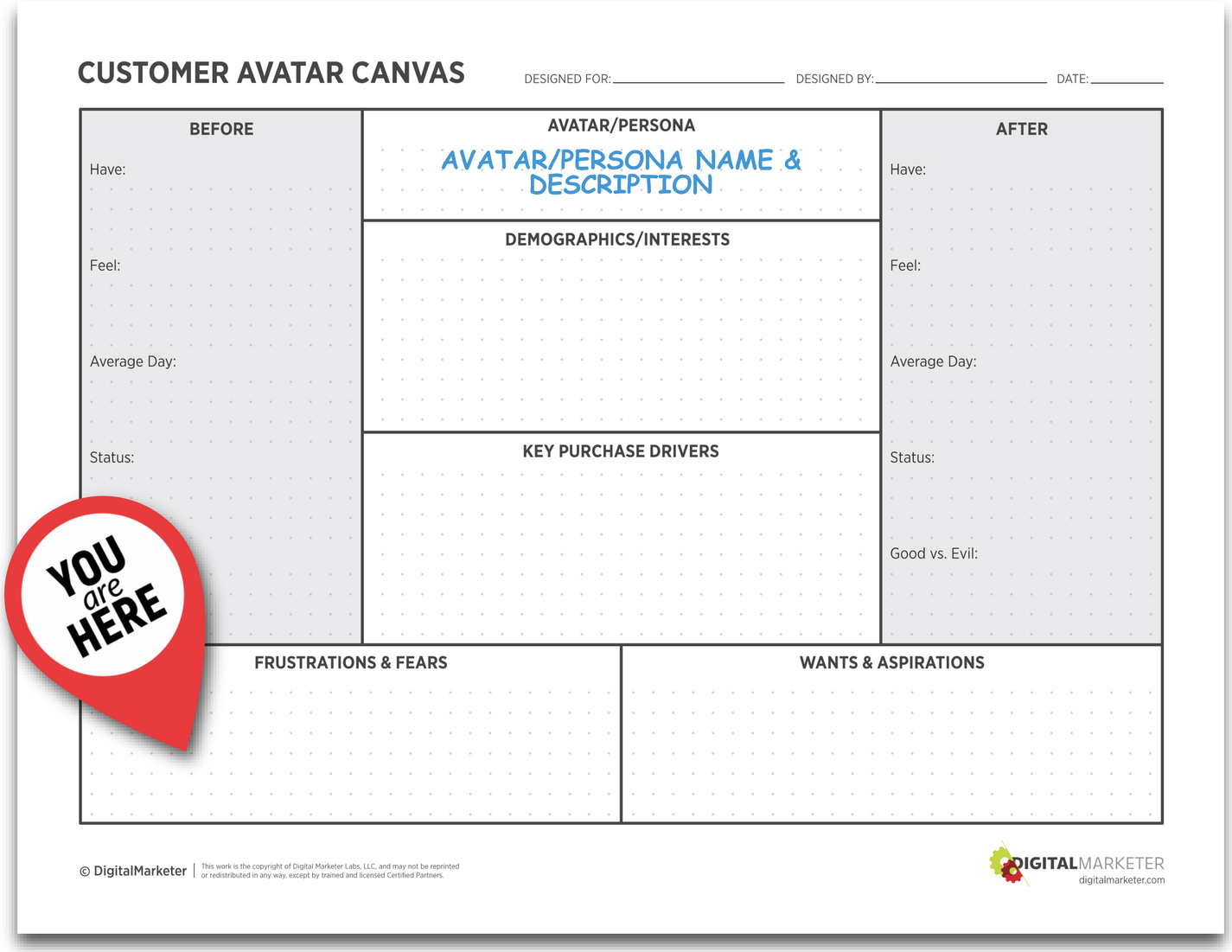
STEP 1:
DEMOGRAPHICS & INTERESTS

- Age
- Occupation
- Income
- Education level
- Marital status
- Location
- What books, magazines, and blogs do they read?
- What events and conferences would they like to attend?
- What brands and influencers do they actively follow and engage with?

STEP 2:
FRUSTRATIONS & FEARS



STEP 2:
FRUSTRATIONS & FEARS

- What keeps them up at night?
- What annoys and/or frustrates them?
- What challenges do they face on a daily basis, big and small?
- Who or what is standing in their way in the way of their success and happiness?
- What are some key systems in their life/job that frequently fail?
- What’s something they’re forced to interact with that’s difficult to manage or understand?
- What features (or lack of features) do they regularly complain about in related products/services?

Feeling Words

IMPROVED RESULTS, LLC

Pleasant Feelings

HAPPY
Great
Gay
Joyous
Lucky
Fortunate
Delighted
Overjoyed
Gleeful
Thankful
Important
Festive
Ecstatic
Satisfied
Glad
Cheerful
Sunny
Merry
Elated
Jubilant

GOOD
Calm
Peaceful
At ease
Comfortable
Pleased
Encouraged
Clever
Surprised
Content
Quiet
Certain
Relaxed
Serene
Free and easy
Bright
Blessed
Reassured

LOVING
Considerate
Affectionate
Sensitive
Tender
Devoted
Loving
Attracted
Passionate
Admiration
Warm
Touched
Sympathy
Close
Loved
Comforted
Drawn toward

INTERESTED
Concerned
Affected
Fascinated
Intrigued
Absorbed
Inquisitive
Nosy
Snoopy
Engrossed
Curious

ALIVE
Playful
Courageous
Energetic
Liberated
Optimistic
Provocative
Impulsive
Free
Frisky
Animated
Spirited
Thrilled
Wonderful

OPEN
Understanding
Confident
Reliable
Easy
Amazed
Free
Sympathetic
Interested
Satisfied
Receptive
Accepting
Kind

POSITIVE
Eager
Keen
Earnest
Intent
Anxious
Inspired
Determined
Excited
Enthusiastic
Bold
Brave
Daring
Challenged
Optimistic
Re-enforced
Confident
Hopeful

STRONG
Impulsive
Free
Sure
Certain
Rebellious
Unique
Dynamic
Tenacious
Hardy
Secure

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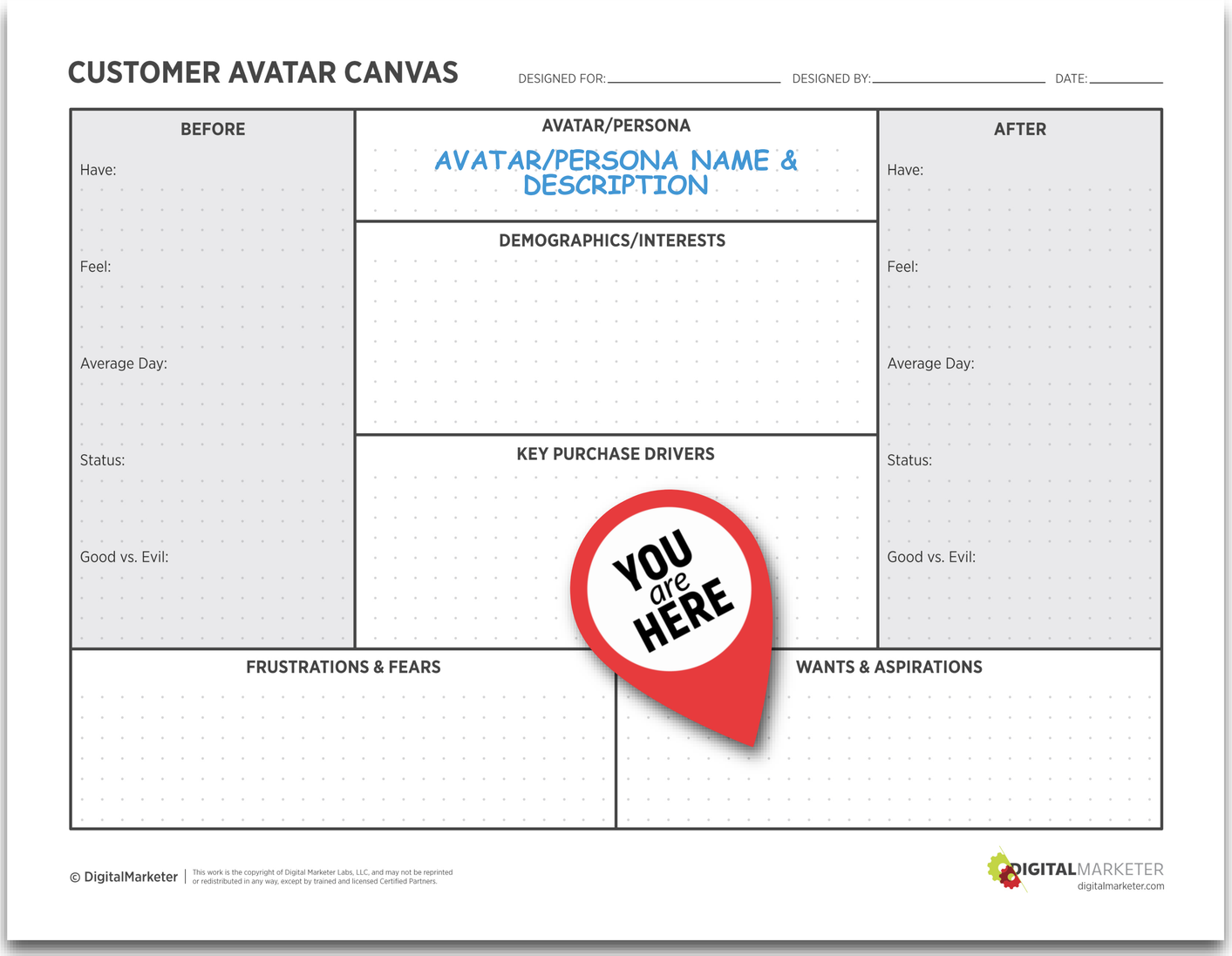
STEP 3:
WANTS & ASPIRATIONS



STEP 3:
WANTS & ASPIRATIONS

- What do they want for themselves?
- What do they want for the people around them?
- What do they aspire to be?
- What goals have they set for themselves?
- What values do they hold dear?
- What are their “secret” desires?

STEP 4:
KEY PURCHASE DRIVERS

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE	AVATAR/PERSONA	AFTER
Have:	AVATAR/PERSONA NAME & DESCRIPTION	Have:
Feel:	DEMOGRAPHICS/INTERESTS	Feel:
Average Day:		Average Day:
Status:	KEY PURCHASE DRIVERS	Status:
Good vs. Evil:		Good vs. Evil:

YOU are HERE

FRUSTRATIONS & FEARS	WANTS & ASPIRATIONS

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STEP 4:
KEY PURCHASE DRIVERS

- Must-have features
- Expectation of service
- Price/Budget considerations
- Quality expectations
- Are there any known deal-killers?
- What are some common objections that must be overcome?
- Any additional stakeholders or decision-makers?

PART 2:

BEFORE & AFTER GRID

CUSTOMER AVATAR CANVAS

DESIGNED FOR: _____ DESIGNED BY: _____ DATE: _____

BEFORE

Have:

Feel:

Average D

Status:

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AVATAR/PERSONA NAME & DESCRIPTION

DEMOGRAPHICS/INTERESTS

KEY PURCHASE DRIVERS

AFTER

Have:

Feel:

Average D

Status:

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FRUSTRATIONS & FEARS

WANTS & ASPIRATIONS

STEP 1: HAVE

“What do they have before that they don’t have after, or vice-versa?” (Features/Benefits)

STEP 2: FEEL

“What is their emotional state like before compared to their emotional state after?” (Emotions)

STEP 3: AVERAGE DAY

“What’s a day in the life of your customer like before receiving the value of your product/service compared to after? What’s a particularly bad day like? What’s their ideal day like?” (Story/Narrative)

STEP 4: STATUS

“Describe the status of your customer before vs. after receiving the value of your product/service?”
(Change the story someone tells about themselves)

STEP 5: GOOD vs. EVIL

“What greater philosophical evil does your product/service allow your customer to defeat?”
(Core Belief and Purpose)

CUSTOMER AVATAR CANVAS

DESIGNED FOR: Improved Together DESIGNED BY: DATE:

BEFORE

Have:

Little to no visibility/strategy/lak of knowledge & understanding of LI

Feel:

Frustrated, confused, stupid, missing out on opportunityFOMO, jeadlous of others' success, overwhelmed

Average Day:

Observing others, want to join the conversation, trying without success, give up or walk away

Status:

a wannabe, on the sidelines, a "failure", not an infouencer or thought leader,not tristed (not distrust), now known, just another person out there, an "average"

Good vs. Evil:

It shouldn't be this way, I'm better/smarter than this.

AVATAR/PERSONA

LI user - non-LI user; their audience on LI, biz owner or work in customer acquisition (bizdev, sales, mktg), consultant, author, speaker, home base biz b to b, b to c

DEMOGRAPHICS/INTERESTS

no age restrictions, North America, Michael Hyatt, Gary V, publicly apoliticial, pay attention to "content" expertw, subscribers to them, desire to share info and be of service, valuie first mentality, invest in their personal development, readers, not big TV people, currently produce content (FB Live, blog, YT channel) or know they need to

KEY PURCHASE DRIVERS

Making content creation a non-issue, removing any uncertainties, to know it's oging to work (no or low risk), someone has to do the work, who Value definition/ROI, brnd strategy takes time/effort. Desmond Morris. Can't affor to not be doing this, take advantage of the window of opportunity, a cost of doing biz, particularly post-COVID, responsive customer service, good communicationo, new frontier, tied in with LI's strategy, ongoing community support/content creation

AFTER

Have:

Good visibility/engagement on LI, have the knowledge & understanding of LI

Feel:

Proud, excited, acknowledged, useful, recognized

Average Day:

Responding to comments, working on contributing

Status:

People in their community look to them as an authority, knowledgeable, and someone who knows their stuff

Good vs. Evil:

FRUSTRATIONS & FEARS

How do I get my content oiut there? Lack of understanding that LI not a d-selling channe/social selling is different. Who do I trust? Maintaining consistency a challenge; where/how do I find the time to do it right? Putting themselves out there in the space; not knowing how it's going to turn out.

WANTS & ASPIRATIONS

Want to be recognized as an expert/aiuthority in their cmmunity, want to grow their biz (more leads, sales, etc.) To be of servie to others/just want to help. To be authentic, entegrity, trustworthy, "trusted" advisor, the go-to person. Their informatioon

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