



# Alex the Avatar

Use the questions below to build up a detailed understanding of your typical customer, so when it comes to creating valuable content you know exactly who you are talking to.



## Meet Alex.

Where does your avatar live (current permanent region)?

What is their job title?

How old are they?

What is their current income?

What are their hobbies?

What is their relationship status – single, married, divorced etc ?

Do they have children, how many?

What interests do they have outside of working hours?

What do they spend their money on?

Where do they get their news?

Where do they vacation?

What challenges in your avatars past have led to this point?

What is it about your product or service that matters most to your avatar?

What need does your product or service solve?

How does your product or service improve their life?

What closing thoughts & feelings would cause your avatar to commit to working with you.