

# Who's The Right Who For You?



## Georgina's *Little GEM* of A CUSTOMER AVATAR Template

Want a really simple way to *significantly* improve the effectiveness of your marketing?

If so, it's well worth investing the time and thought needed to create a **customer avatar** for your business. You see, once you have a detailed understanding of your target customer, you can carefully hone your written content to appeal *directly* to these people.

So whilst the exercise does need some research, you'll find it well worth the effort.

And with this comprehensive template, you'll know exactly what you need to find out 😊

### 1. First get clear on the basics...

Find out obvious stuff like:

<b>Gender</b>		<b>Age</b>	
<b>Lifestyle</b>			
<b>Profession</b>			
<b>Income</b>			

### 2. Then probe deeper...

These "motivational" type questions enable you to understand at a more profound level the type of person you want to attract and influence. See if you can find out:

What they desire, want and aspire to?

<b>Their fears, frustrations and challenges?</b>
<b>What keeps them up at night?</b>
<b>What do they like and dislike?</b>
<b>What conversations are happening around their kitchen table?</b>
<b>What do they read?</b>
<b>Which social media channels they hang out on?</b>
<b>How do they relax?</b>
<b>What objections could they have to buying?</b>
<b>How they make their decisions?</b>

**Finally customise:**

Feel free to supplement this list with other questions that are relevant to your business. After all, the deeper you get, the more effective your marketing will become.

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**P.S:** Want more **top tips** like these? Then **sign up** for my FREE eBook here: [www.gemwriting.co.uk/7-steps-to-writing-copy-that-sells](http://www.gemwriting.co.uk/7-steps-to-writing-copy-that-sells)

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