

Customer Avatar



Richard G. Lewis



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ABOUT THE AUTHOR



Richard G. Lewis

Richard G. Lewis is an internet marketer, research psychologist, consultant, and author. Richard's passion is to help other internet marketers, business owners, and copywriters to use the power of psychology, influence, and persuasion to achieve the life of their dreams.

Since 1998 he has developed over 70 e-commerce projects, many of which are now leaders in their niche, writing the sales copy and devising the marketing for all of those brands.

Richard has degrees in business and computing and is a Fellow of the Chartered Institute of Marketing, a qualified Chartered Marketer, and an 'expert' in E-Commerce as recognized by the UK Expert Witness Directory.

He has written numerous e-books and published books, including: "Pre Cursor" (2010), "Fortune Cookie" (2009), and the bestseller, "The Small Business Guide to the Internet" (1998), which was the first ever book about 'How to Make Money Online.'



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DEDICATION

To My Wonderful Wife, Son, and Family.



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Introduction

Why do all the most successful retail companies bother to create a customer avatar? Because by finding out everything they can about their perfect customer they know exactly who their customers are, what they want and what they're thinking.

If you know (1) what people want, (2) how much they'll pay for it, and (3) how they want to consume it, then all you need to do is give them what they want how they want it and you're rich.

"You can have everything in life you want, if you will just help other people get what they want."

Zig Ziglar

Why Should You Get Inside Your Prospect's Head?

Imagine if I set you a task; you have to sell something (anything) to one of two people - a complete stranger or your best friend. Who would you choose?

Most people would choose their best friend. Why? Because you know what your best friend likes – you are already in his or her head, right?

That is why successful entrepreneurs, marketers and copywriters try so hard to get to know their audience; because once you know your audience inside-out you can sell them what they want.

Here's what some millionaire marketers and copywriters have to say about this insider secret to writing profitable, persuasive copywriting...

"Our job, as the seller of goods and services, is to get out of our own heads and into the heads of the people that we're selling to."

Franklin Cole, amazing.com



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"Get inside your prospects' heads."

Rich Schefren, strategicprofits.com

"Enter the conversation your prospect is having in their mind."

Robert Collier, author.

"My strongest copywriting technique; Writing from behind their eyes."

Ray Edwards, writecopythatsells.com

If you can't turn yourself into your customer, you probably shouldn't be in the ad writing business at all. "

Leo Burnett, leoburnett.com

This is the secret sauce to making millions of dollars. It's the common denominator of almost all millionaire entrepreneurs, marketers and copywriters. Understand this fundamental concept and you'll have the foundation of all successful businesses.

What Information Do You Need?

When you get inside our prospect's head, what are you looking for? To keep it simple, here are the three most important things you need to know:-

1. Who are they?
2. What is their biggest problem?
3. What will make them feel better about themselves?

Who Are They?

Firstly, we need to know the characteristics that make up your audience's profile.

Audience Characteristics

Here is a list of some of the characteristics you may want to identify in your audience:-

- Demographics
- Psychographics
- Physical Characteristics



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- Experience and Expertise
- Emotions
- Values
- Technology
- Social and cultural environments

Demographics

Demographic, Geodemographic and Sociodemographic factors are vitally important to marketers. It's not only important to know the age, gender, marital status of your target market. It's also vital to the accuracy your marketing campaign that you know your prospect's permanent place of residence, race, ethnicity and income. It's also important to know that sociodemographic characteristics are associated with other factors, such as health. For example, would you sell many luxury yachts to low income families nowhere near water?

Psychographics

Your audience's psychographic profile will include: their personality traits, values, attitudes, interests, and lifestyle. Defining your target market's psychographic profile will help you learn their unique fears, needs and wants. For example, the average Republican Survival enthusiast has very different values, attitudes and interests to the average Democrat Hip Hop enthusiast.

Physical Characteristics

Does your perfect customer have hair? If your product is hair restorer then they don't. Do they have too much hair? If your product is a hair dye, straightener or de-frisser, then your avatar should reflect this fact. What eye color do they have? If your target market is Asian then they might have a very definite eye shape and color. Average height, weight and skin tones may also be relevant to what you're trying to sell. For example, not everyone uses high SPF sun block.

Experience and Expertise

If you don't know your audience's level of experience or expertise in your niche then you are not going to be able to deliver your content or sales message with optimal positioning. For example, you don't want to offer a beginner's course to an old master. Every prospect is at a different point on the graph in terms of proficiency or interest in any niche. Most successful brands have entry-level products and services and through sequential selling they constantly look to up-sell higher ticket items. That's why it is to your advantage to identify your audience's level of experience or expertise.



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Emotions

Some psychologists will argue that at as many as 95% of all purchases are based on emotions rather than a logical decision. Every decision has an element of emotion within it. Therefore, if you can pinpoint the emotional state of your prospect at the point of decision-making, or can influence the emotional state of your prospect at the point of purchase, then you have a huge advantage.

Values

The values a person has can be a huge influence of their behavior. What a person believes to be right or wrong will determine their lifestyle, politics, religion, ethics, social behavior and purchasing habits. Did you know that most survivalists are republicans? Unapparent connections like that can provide a valuable insight into your audience's mindset.

Vernacular

It's very important that you understand the vernacular language of your target audience. Every group of people has their own specific and different way of communicating to each other.

You will soon pick up on the key words and phrases they choose to express themselves and using them will give you instant empathy with that audience. For example, if you're going to sell to different products, one to college professors and the other product to teenage skateboarders, would you use the exact same language?

What is Their Biggest Problem and What Will Make Them Feel Better About Themselves?

Now, you need to find out what your audience's biggest problem is and what will make them feel better about themselves.

It is straight forward to identify the more tangible characteristics of our audience (such as demographics), because they are observable, conscious and stated facts. However, it is much more difficult to uncover the intangible characteristics of our prospects, because they may not be observable, they are unconscious and can be subject to constant change.

Examples of Conscious and Unconscious Characteristics

Conscious/Stated:

Demographics
Problems
Solutions

Unconscious/Unstated:

Biggest Motivators
Biggest Fears
Biggest Desires



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Note: People might be content to state their age or their problems or their wishes. However, people's real motivations, fears and desires are often more difficult to ascertain.

Conscious/Stated Characteristics

- **Demographics** - gender, age, geography, income, marital status etc.
- **Problems** – over-weight, unhealthy, need money, low self-esteem etc.
- **Solutions** – diet, exercise, make money online, self help etc.

Unconscious/Unstated Characteristics

- **Biggest Motivators** - immediate pain relief*, immediate pleasure, greed (they think they've got a great deal) and fear of loss (scarcity).
- **Biggest Fears** - death, rejection, humiliation, judgment by others, talking to strangers, appearance, weight, age, race, gender, dress, public speaking, illness, running out of money, unemployment etc.
- **Biggest Desires** – improved self worth, happiness, make life easier, more time with family and friends, hobbies, leisure time,

* to relieve pain is a more powerful motivator than to pursue gratification (The Pleasure/Pain Principle).

REVEALED: The Biggest Secret in Copywriting

Here's the biggest secret in copywriting. In fact, this is probably the most profitable secret you'll ever uncover about people, business and persuasion in general.

Self Worth

Self Worthiness is about feeling good about yourself. This may seem trivial but many psychologists argue that humans' main motivation (both consciously and subconsciously) for buying anything is to make us feel better about ourselves.

If you can make someone feel better about themselves then you have the key to unlock their heart, their mind and their wallet.

I'm not talking about flattery (although, that can definitely work), I'm talking about providing solutions, products or services that can make someone feel better about themselves and improve their perception of their own self worth.

Weight-loss products, pain-killers, beauty products, health products, make money etc. Why do people buy these products? Because they'd like to believe that the ultimate outcome will result in them feeling better about themselves.



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Being complimented by people that notice how much weight you have lost makes you feel good. Being pain-free makes you feel better. Being able to afford whatever you want makes you feel better. Being thanked for buying a gift for someone or donating money to charity REALLY makes you feel better about yourself.

Now, here's the hard part... The "secret" to profiting from this knowledge is to define exactly HOW your product or service will make the user feel better about themselves.

Big advertising and marketing agencies interview individuals or focus groups in their target market to drill down (through detailed questionnaires) to uncover the real motivation behind people's purchasing choices. We have to use other tools.

How Do You Get That Information?

Now that we know what we are looking for we have to identify the tools that will provide the information we want. Resources we can use include: quantcast.com and alexa.com (for demographics), forums, products, facebook pages (to find out what they're talking about). Of course, you can also use observation, interviews, focus groups, surveys etc.

However, in my humble opinion, the best place to conduct your research is facebook. In fact, facebook's *Audience Insights* tool is a revolution in marketing research; it is probably the most comprehensive audience targeting tool ever available to the public, and it's free!

Case Studies

To help you understand how to get the data you need I have chosen to research three popular niches:-

1. Internet Marketing
2. Dieting
3. Self Improvement

I am going to use facebook's **Audience Insights** tool to find out more about these audiences. First, 'Internet Marketing'.

You'll find facebook's Audience Insights here: <https://www.facebook.com/ads/audience-insights>



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1. Internet Marketing

First, let us look at the Internet Marketing niche.

Image 1: Facebook's Audience Insights interface

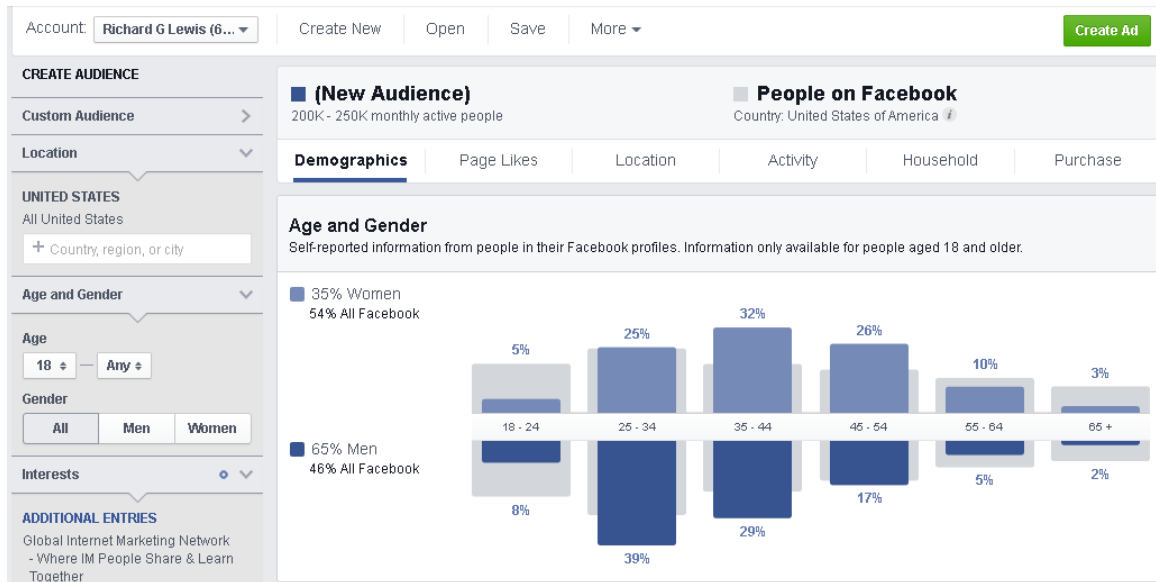
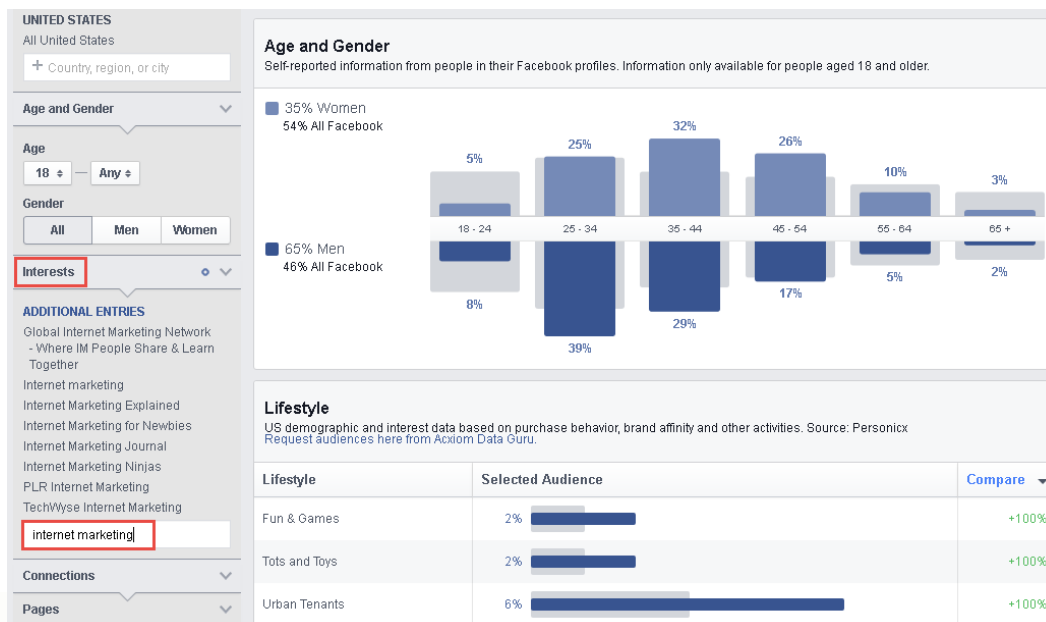


Image 2: In the "Interests" input box we type "Internet Marketing"



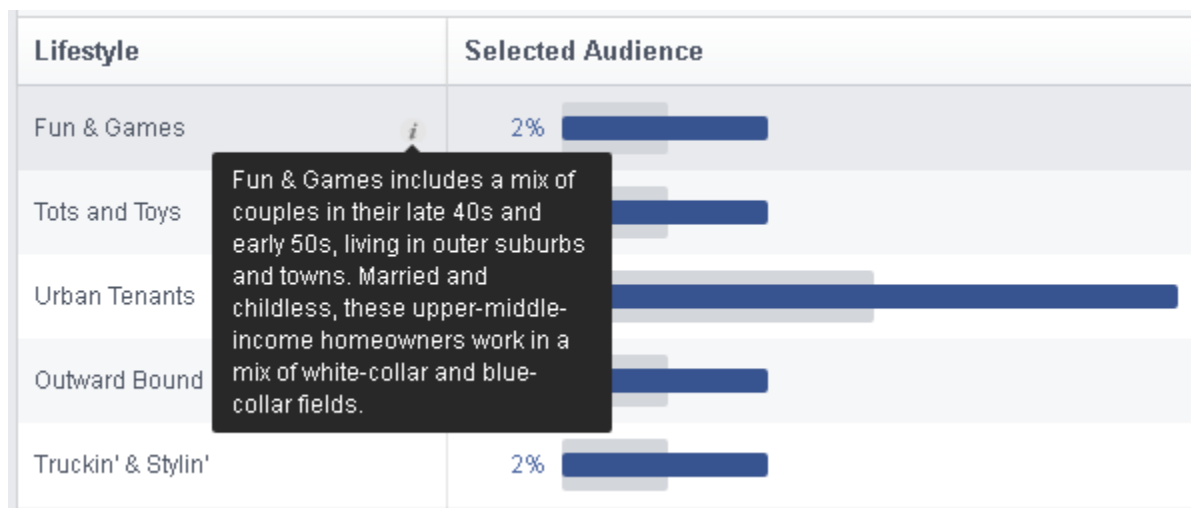


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Image 3: The *Lifestyle* of facebook users interested in Internet Marketing



Image 4: The demographic segment with the most affinity to Internet Marketing





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Image 5: Another demographic segment that has an affinity with Internet Marketing

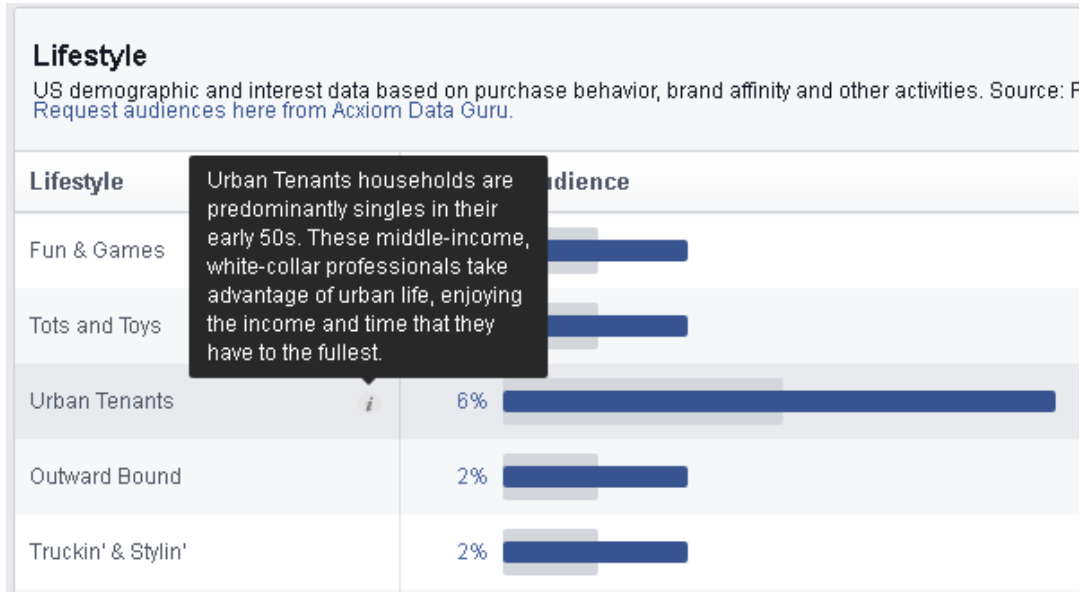


Image 6: This demographic segment has +100% likelihood of liking Internet Marketing

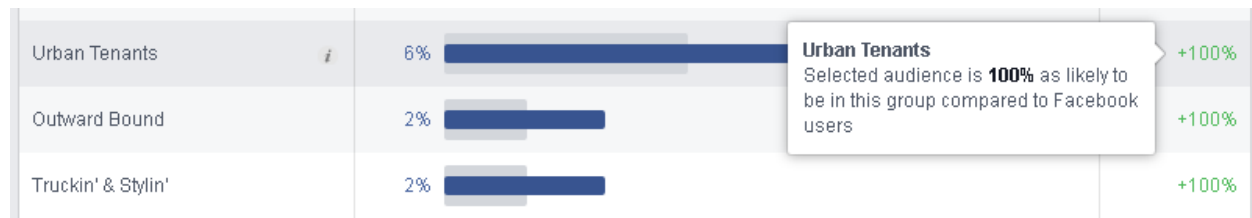
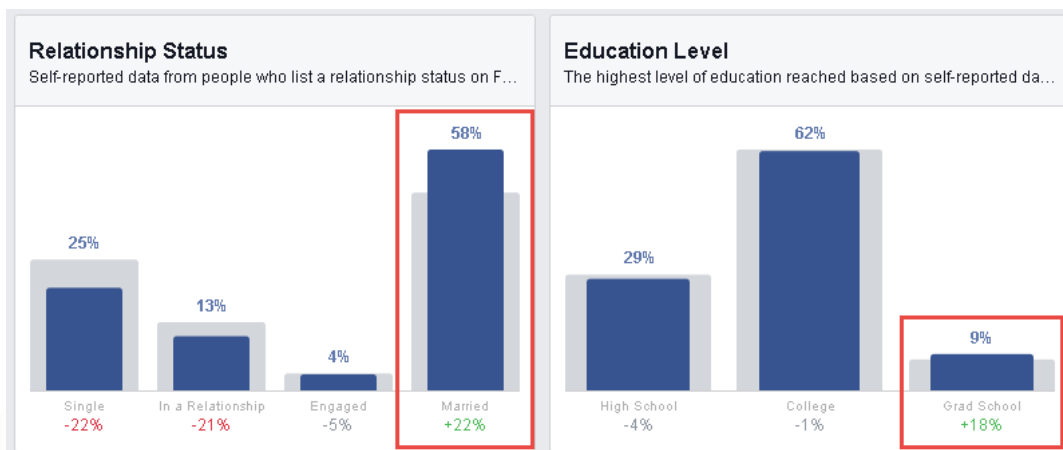


Image 7: Half of this audience is married and overall are highly educated



Tip: if your audience is highly educated make sure your sales copy does not talk down to them.



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2. Dieting

Secondly, let us look at the Dieting niche.

Image 8: Most of this audience is women

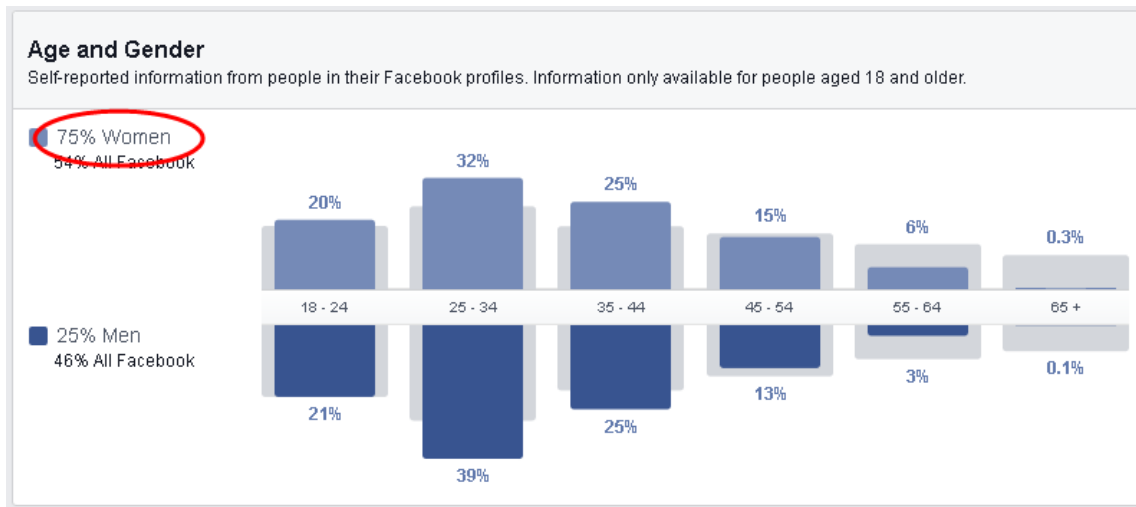
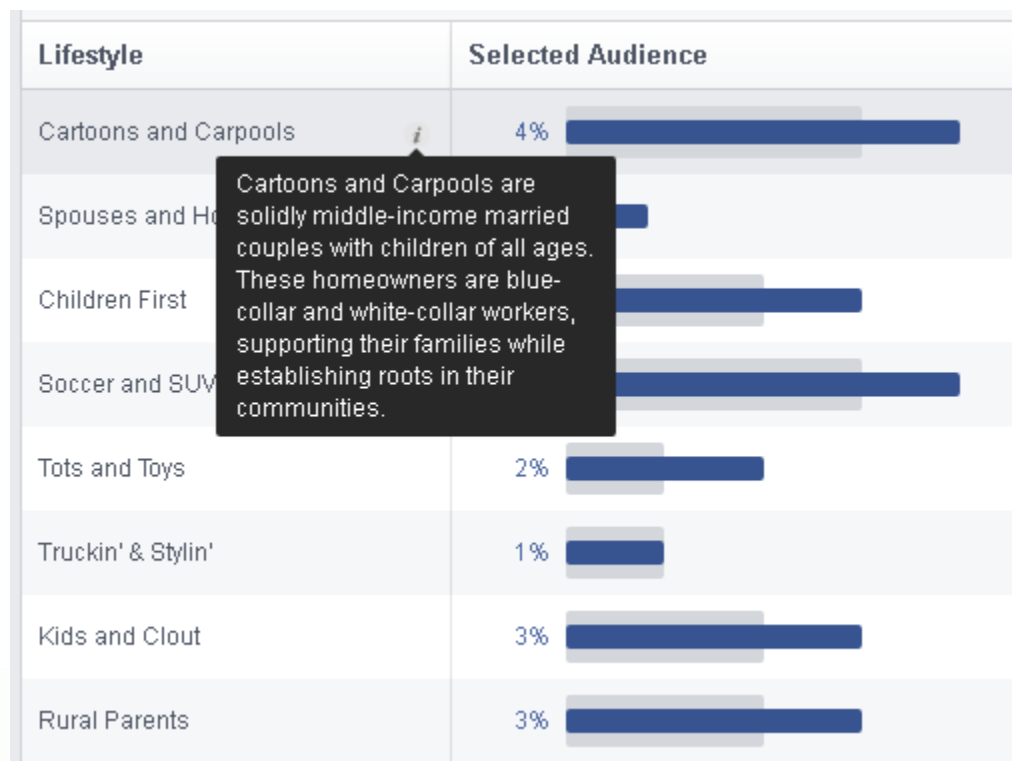


Image 9: This audience seems to be mainly from middle-income families





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Image 10: This audience likes fashion

Page Likes Facebook Pages that are likely to be relevant to your audience based on Facebook Page likes.				
Page	Relevance <i>i</i> ▼	Audience	Facebook	Affinity <i>i</i>
Michael Kors	1	3.2m	5.5m	1.6x
Emily Skye	2	1.8m	2.6m	2x
Stylish Eve	3	2.7m	4.6m	1.6x
Yo Amo los Zapatos	4	1.3m	1.7m	2.2x
Amazon.com/Fashion	5	1.8m	2.6m	1.9x
JustFab	6	2.7m	4.9m	1.5x
DressLily	7	2.5m	4.5m	1.6x
Alejandra Espinoza	8	1.1m	1.3m	2.2x
Adelgaza 20	9	862.1K	973.7K	2.5x
Primer Impacto	10	1.2m	1.6m	2.1x
See More				

Tip: The Diet audience obviously has a liking for fashion. You could make this connection in your sales copy. For example, “Drop a dress size in just 21 Days and get into next season’s prettiest designs.”



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3. Self Improvement

Lastly, we will look at the Self Improvement niche.

Image 11: Facebook's total Self Improvement audience is 82% women

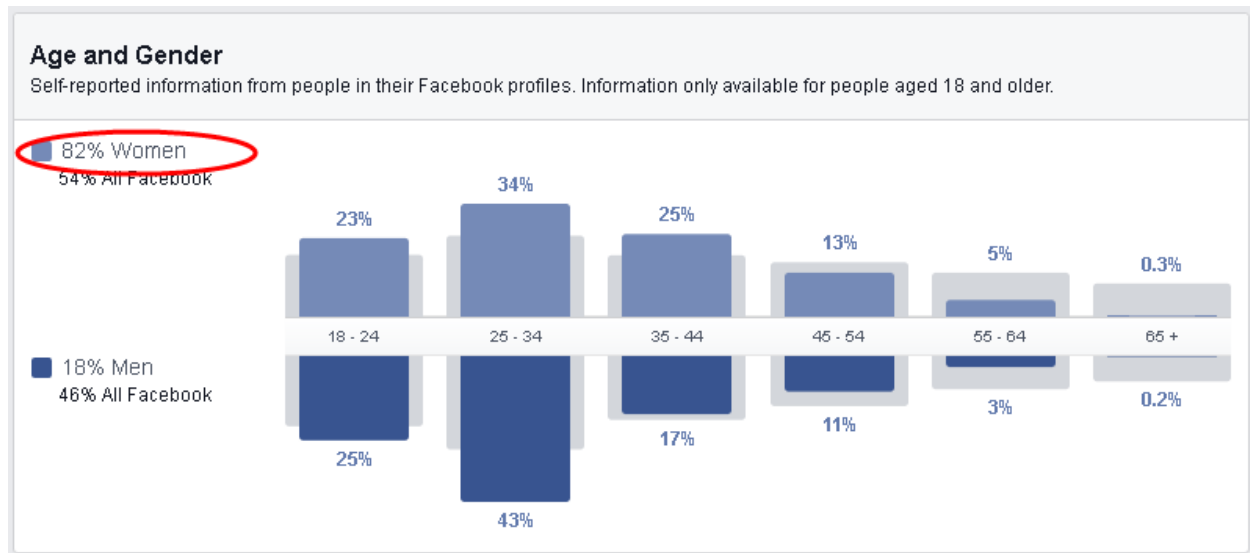
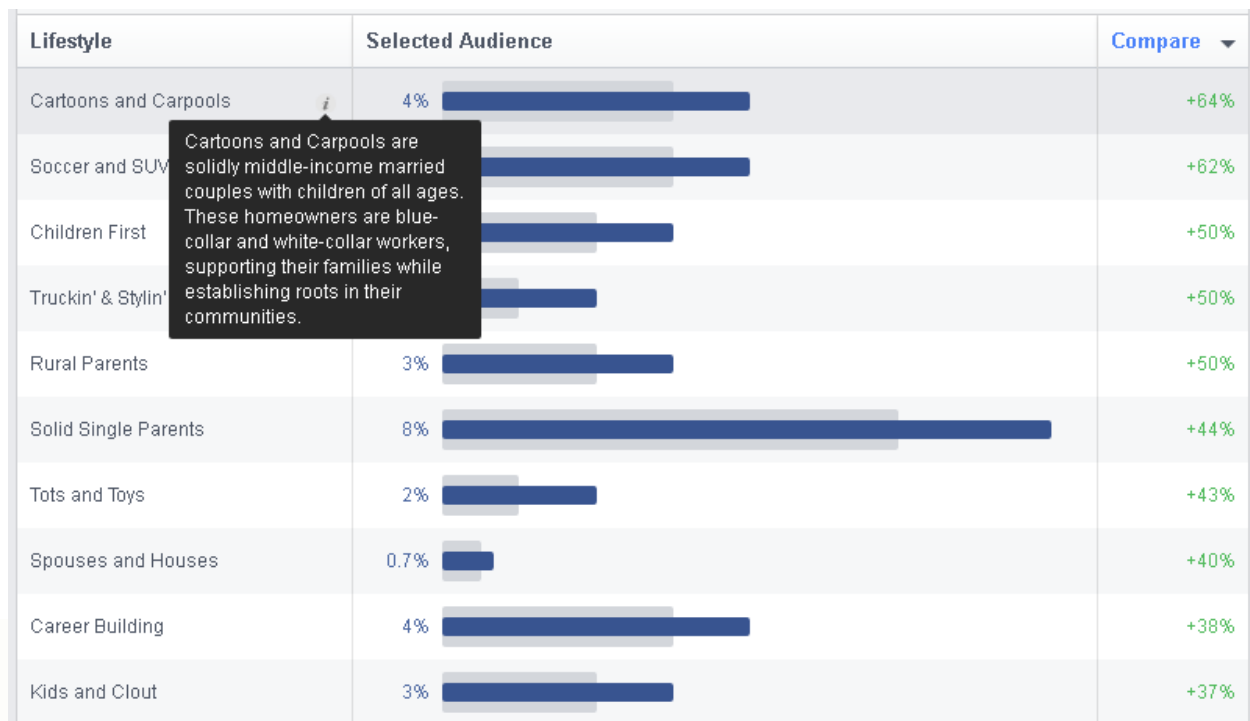


Image 12: Mostly from middle-income families





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Image 13: This audience seems to be in a family relationship, without necessarily being married, and college educated

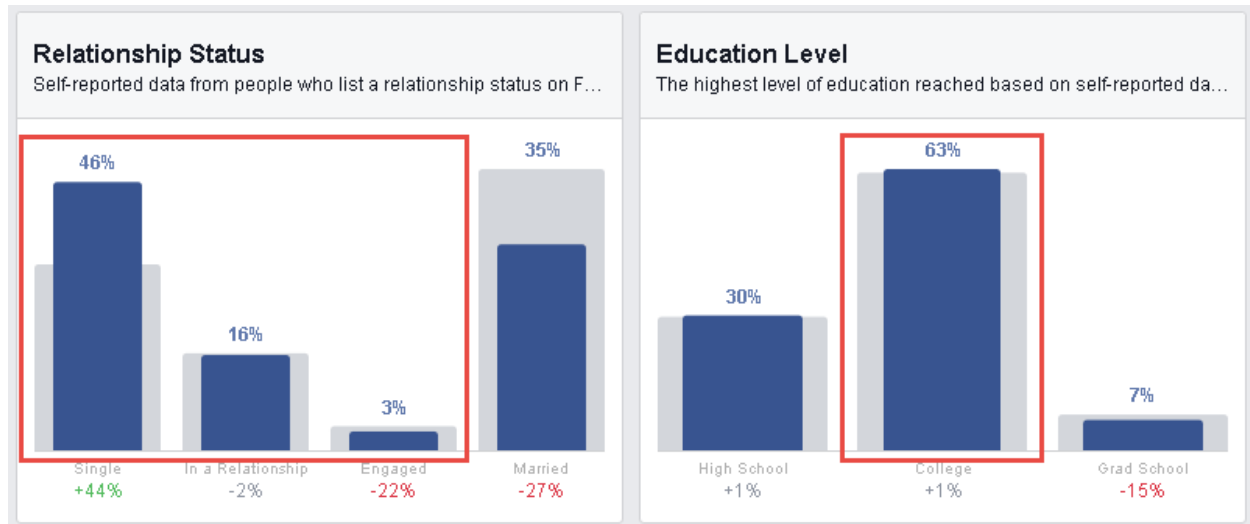
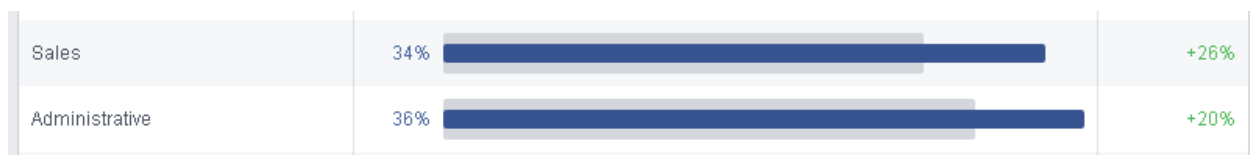


Image 14: Most of this audience seem to work in sales or administration



Tip: Balancing a full-time job and a family life must be hard for this audience. Empathy for their situation and mentioning how your product can be consumed quickly and easily may help sales.



Customer Avatar

What Do You Do With The Information?

The final step towards getting inside your prospect's head is to develop an *Avatar* of your perfect customer.

What's a Marketing Avatar?

In marketing and advertising an avatar is a representation of your target market.

It's a 'virtual' individual with a name, an image (portrait photo or sketch), specific demographic and other characteristics.

An avatar is not a real specific person; it is a composite of the sum of the different demographic data and behavioral characteristics of your *perfect customer*.

Who's Your Perfect Customer?

Your perfect customer is the customer with the behavior characteristics you want most; a hyper-responsive big spender, making multiple, regular purchases who is an influencer in his or her social or business environment.

Note: As a marketer you'll target your perfect customer but in reality most of your customers won't have all the attributes you want.

Why Do You Need a Marketing Avatar?

Creating a virtual person with a virtual face and highly defined characteristics is really going to help you get inside your prospect's head if you know who they are, how and where they live and what they want.

By being ultra specific with your targeting will help you get the customers you want and avoid the customers you don't want.

It is impossible to attract your perfect customer all the time. Only approximately 20% of your customers will be consistent buyers and only 5% will be hyper-responsive buyers.

In the process of constructing the composite profile of your avatar you will be able to target your audience and understand your prospect's wants and needs. You can also identify their pain points, fears, frustrations, desires and dreams.

The advantages of creating a customer avatar are:-



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- You can create targeted marketing campaigns specific to the person you want to attract based on the customer avatar you have created.
- Make your marketing strategy more efficient
- Ensure your ad dollars are invested in the right places
- Improve your lead quality and conversions
- Use the voice and tone to match your audience.
- Improve your personal branding to appeal to your target market.
- Client retention will improve because you know exactly what they want and you can keep on providing it.

Below are the Avatars using the data from Facebook's Audience Insight tool.

Internet Marketing Avatar

Jim is a white male aged 35, married with 2 kids. He likes watching sports and drinking Coors Light. He is college educated and has a white collar job (which involves some IT) and makes \$70K a year. He is patriotic and Christian and owns a 250K home. He enjoys country music, Adam Sandler films and votes Republican. He uses a desktop PC and doesn't click on many facebook ads.

Dieting Avatar

Mary is a white female aged 32, married with 3 kids. She loves fashion and jewelry. Her household income is \$60K a year. She rents an apartment. She loves her phone. She shops locally but buys high ticket items online and likes to buy monthly subscriptions.

Self Improvement Avatar

Patricia is a college educated single white female aged 30 with 2 kids whom she drives to soccer practice in her SUV. Her career in sales/administration and her kids dominate her life. She's committed to leading a happy, healthy lifestyle. She is very busy and active and does not have time to sit at a desktop PC. Her household income is \$70K a year and she is very careful with money and not a big spender online.

Segment Your Target Audience

It is very important to understand that the above Avatars are based on data from the total facebook audience interested in each niche.

When you write your sales copy or advertising message you should make your target audience much more specific. For example, in the Dieting niche the white male segment has a totally different mindset and lifestyle to the African American female segment.



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Conclusion

There you have it – how to get inside your prospect's head. Follow the advice in this book and I'm confident that you will improve your customer relations, conversions and bottom line.

If there is anything that is not clear, or if I can help you in any way, please let me know – you can get me at <http://www.richardglewis.com>

Now, the most important thing is that you TAKE ACTION!

Profit from Persuasion,

Richard G. Lewis

consultancy@richardglewis.com

<https://www.facebook.com/dr.richardglewis>