

# CREATING A BUSINESS AVATAR

## FREE PRINTABLE CHECKLIST

This is a free resource to go with our article on  
by Donovan Sipho

### 1 IS THE AVATAR THE ONE WITH BUYING POWER?

If not create two avatar, one for product/service user and one for the buyer. Your marketing is incomplete if it doesn't sell to the decision maker.

### 2 HOW OLD IS YOUR AVATAR?

Age will determine how you reach them, among other things.

### 3 WHERE DO THEY LIVE?

This is especially relevant for local businesses.

### 4 WHAT IS THEIR EMPLOYMENT?

This tells you their socio-economic status.

### 5 WHAT MAKES THEM A GOOD FIT FOR YOUR PRODUCT OR SERVICE?

Why does this person want what you are offering

### 6 CAN THEY AFFORD THE PRODUCT IN ONE PAYMENT?

If not, what can you do to help?

### 7 WRITE TWO ACCESSIBILITY ISSUES THAT YOUR AVATAR MAY HAVE IN REACHING YOUR PRODUCT OR SERVICE CLUB

- 1.
- 2.

Consider the solutions that you can offer