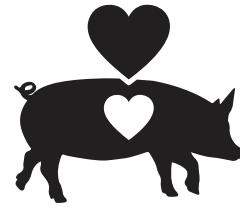


# Customer Avatar

A Customer Avatar, also known as a Buyer Persona, is an essential tool in the world of marketing and sales. It's a detailed profile of your ideal customer - their demographics, psychographics, behaviors, and needs. It gives you a clear picture of who you're talking to when you create marketing messages or develop products. Having a Customer Avatar means you're not shooting in the dark. You're not wasting time and money on messages that don't resonate. Instead, you're speaking directly to the people who are most likely be interested in what you have to offer.



**WHAT'S YOUR  
BACON?**  
**MASTER HAPPINESS**

## Demographics

*Who are they?*

## Psychographics

*What are their values and goals?*

## Knowledge

*How do they learn?*

## Pain Points

*What are the opportunities?*

## Avatar

*What are they called and what do they look like?*

## Objections

*Why would they say NO?*