# 3 to 5 Avatars or Customer Personas

What do customers want? What are their motivations? What is important to them? How do you speak to them? What is their "3rd place"?

Definition: Name, Age, Sex, Marital Status, Education, Source of Income, Living Situation, Children, Health Status, Vacation Plan, Vehicle, Entertainment, Exercise

Avatar 1 - Name: _____  _____

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Avatar 2 - Name: _____  _____

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Avatar 3 - Name: _____  _____

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Negative Avatar

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What is your unique offering?

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Your Vision, Mission and Story?

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Why would someone want to follow what you are doing on-line?

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Your Name: _____