

# Top 10 questions to identify your customer avatar

## Geographic location

Where do they live?

## Age range

What's their average age?

## Family Status

Where are they on the family cycle/are they nurturing newborns, empty nesters or late teens for instance

## Gender

Are they male or female

## Interests

What are their likes and dislikes?

## Travel

Do they travel at all, where do they go?

## Time

How much do they have? Time rich or time poor?

## Income level

Are they affluent or in need of or more income?

## Books/ Films

What books do they like or films do they watch?

## What are their struggles/pains

What do they have trouble with that you can either identify with or help them with?

When you've answered these questions you will hopefully have a pretty accurate picture of your ideal client / customer avatar.

*Now give them a name* and when you're wondering what to write on social, simply ask yourself what that person would be interested in reading to get you started...