

Perfect Fan

Action Sheet

Action Step 1:

Your avatar is the person you are thinking of when you are creating your product or service. Who gets you. The person you are writing too.

Not everything applies and you may end up with more than one answer. Just put it all down. This is a brainstorming exercise so dump everything you can onto a piece of to this sheet or a blank piece of paper, a Word Doc, Evernote, whatever.

Be as detailed and specific as possible. An avatar will emerge.

General Characteristics

1. Are they male or female?
2. How old are they?
3. Single? Married?
4. Kids? (how old?) No kids?
5. What do they do for work?
6. What's their income level?
7. Did they go to college?
8. Where do they live?

Specific Characteristics

9. What are their hobbies?
10. What magazines/newspapers/trade journals do they read?

Perfect Fan

Action Sheet

11. What TV shows/movies might they watch?

12. What websites do they frequent? (music and non-music related)

13. Do they shop or buy music online? If so where?

14. Who are some of people or companies they may follow? (list as many as you can)

15. What online/offline groups/organizations do they belong to? (list as many as you can)

16. What keeps your customer up at night? What pain are they trying to avoid? What pain are they feeling that they want to get rid of? What pain do they anticipate that they want to escape?

17. JUST IN CASE.... Did I miss any? (list any criteria not listed above that you think describes your avatar).