



# CUSTOMER AVATAR

NICKNAME

## DEFINE YOUR CUSTOMER'S DEMOGRAPHIC

What is their gender?	
What is their age?	
What is their ethnicity?	
Where do they live?	
Is it an urban area?	
Do they live alone or share with others?	
What kind of job do they work in?	
How much do they earn?	
Do they have children?	
Do they have pets?	
What hobbies and interests do they have?	
What other things do you know about your customer?	