

# Creating Your Ideal Customer Avatar

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WORKSHEET

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*DAY ONE*

**777**  
**CHALLENGE**

By EasyWebinar

# Your Ideal Customer Avatar Worksheet

17 Questions to Nail Your ICA



Welcome to your Ideal **Customer Avatar (ICA) worksheet!** Once you've completed this exercise, you will have key information about who your ideal customer is and specific language to use to communicate with them.

If you'd like to read more about ICAs before digging in, check out our blog post on [how to create your Ideal Customer Avatar](#). Remember, have fun! You will continue to refine your ICA over time. But, this worksheet will help you begin to pinpoint who your ideal customer is, which is an excellent starting place for invigorating communication and igniting sales.

**Ready? Let's get started!**



## Step One:

# Lay the Base

First, you are going to lay the base for your Ideal Customer Avatar (ICA) by identifying their demographic and psychographic traits.

Demographic traits refer to data that could be considered more tangible, like age, gender, and income. Psychographic traits are based on psychological factors like values, interests, and aspirations.

## Let's start with demographics.

1. Age

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2. Gender

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3. Where do they live (Geographic Location)?

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4. Marital Status

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5. Occupation

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6. Annual Income

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7. Additional Demographic Information Significant to your Customer and Business

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If it's important to your business' product or service, here is where you may also want to include their ethnicity or cultural perspective, faith, physical abilities, or household size — whatever is important or significant to your ideal customer.

# Next, you're going to want to nail those psychographic traits.

**8. What are they interested in?**

This could be their favorite books, music, tv shows, podcasts, YouTube Channels, or hobbies.

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**9. What are their personal goals?**

To nail their yoga arm balances? To learn a new language? To get to bed earlier? To recover from a health scare and climb Everest?

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**10. Who are their favorite public figures?**

Actors, writers, musicians, influencers, speakers, politicians, thought leaders, teachers, or experts—anybody in the public eye who they follow or keep up with in some way. Basically, who are they chasing all around the internet?

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**11. What brands do they use and love (across different industries)?**

Do they care about the environment? Transparency? Diversity? Equality? Integrity?

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**12. What do they value?**

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## Step Two:

# Build the Emotional Connection

Now it's time to step into your ICA's shoes. This is your opportunity to empathize with your customer by being brave enough to examine their fears. In this part of the exercise, you are going to go dark to identify their pain.

And to truly answer these questions effectively, it's best to take on the persona of your customer—to inhabit them, like an actor inhabiting a role.

Questions you can ask yourself, as your customer (in relation to your product or service), are:

**13.** What stresses me out on a regular basis? What keeps me up at night?

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**14.** What do I ignore because facing it would be too overwhelming or fill me with too much fear?

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**10.** What is the worst-case scenario if I don't solve my problem soon?

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After you go deep into the pain points, flip to their dreams. What would their life be like if they solved this problem?

**16.** What is the perfect or “dream solution” to this problem?

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**17.** How would you show up differently if you had your “dream solution” and no longer had these fears?

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## Step Three: **Name Them!**

Now, it's time to give your ICA a name!

This is your new friend. They're the friend that you talk to in your podcasts and videos, and the friend that you write to in your emails and blogs. They are the representation of your audience that you are addressing in all that you do.

**Name:** \_\_\_\_\_

**Great job! You've completed your Ideal Customer Avatar Worksheet!**

And, for your reading pleasure, here are a few additional articles to accelerate your online business:

**3 Simple Ways to Build Your Brands “Know, Like, and Trust” Factor**

<https://easywebinar.com/3-simple-ways-to-build-your-brands-klt/>

**30 Business Terms Every Online Entrepreneur Should Know**

<https://easywebinar.com/30-business-terms-every-online-entrepreneur-should-know/>

**How to Motivate Your Audience to Take Action**

<https://easywebinar.com/how-to-motivate-your-audience-to-take-action/>