

D R O P   S H I P  
**SECRETS**

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**YOUR CUSTOMER  
AVATAR**

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POWERED BY: D R O P   S H I P   L I F E S T Y L E

# Your Customer Avatar

Demographics	
Customer Avatar Name:	
Age	
Gender	
Marital Status	
# of Children	
Age of Children	
Location	
Occupation	
Motto	
Annual Income	
Education	
Interests & Sources of Information	
Magazines	
Books	
Blogs	
Gurus	
Communication	
Objections & Role in Purchase Process	
Your customer's role in the purchase process:	
Your customer's objections to a particular purchase:	

**Hopes, Fears, & Barriers to Entry**

**Hopes**


**Fears**


**Barriers to Entry**


**Goals & Values**

**What are the future goals of your ideal customer?**


**What are your customer's values in life?**


Following is an example of a customer avatar in the home improvement niche:

Demographics		Hopes, Fears, & Barriers to Entry	
Customer Avatar Name: Handy Hank			
Age	32	Hopes	"I want to build something lasting."
Gender	Male		"I want tools that I can rely on."
Marital	Married		"I want equipment exactly when I need it."
# of Children	2		
Age of	2 and 3		
Location	Tyler, Texas	Fears	"I'll never be able to finish my projects."
Occupation	City Planner		"My equipment won't be worth the cost."
Motto	"Work is what you make it. Enjoy life, and work hard."		"There's so much work, but so little time."
Annual	\$75,000		
Education	Bachelor's Degree		
Interests & Sources of Information		Barriers to Entry	"The cost of these tools is a bit too much to take on."
Magazines	Family Handyman		"The skills needed for this project are highly advanced."
Books	The Good Dad: Becoming the Father You Were		"I don't trust tool companies. They are all just trying to make a quick buck."
Blogs	Essential Home and Garden		

<b>Gurus</b>	Chip Gaines, Brett McKay	<b>Goals &amp; Values</b>
<b>Communicati</b>	Email	
<b>Objections &amp; Role</b>		<b>What are the future goals of Handy Hank?</b>
<b>Handy Hank's role in the purchase process:</b>		Support his family and take care of them.
Handy Hank discusses all purchases with his wife first. They are providing for two kids, so while money isn't tight, it definitely doesn't		Grow in other skills outside of work.
		Feel fulfilled with the work he accomplishes.
<b>Handy Hank's objections to a particular purchase:</b>		<b>What are Handy Hank's values in life?</b>
Product reviews online hold a lot of clout. If reviews are bad, Handy Hank won't buy the product.		Knows that family comes first.
If a website looks even a bit sketchy, Handy Hank will find a different store. He wants to trust those he does		Is committed to quality and sustainability.

**Notes:**

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