

THE VIEWER AVATAR

Take 5 mins to answer these questions...

How old are they?

What gender are they?

What is their yearly income?

What is their family situation (married, single, divorced, etc)?

What is their job?

What are their fears & concerns?

What struggles are they currently experiencing?

What are their goals & passions?

Who do they follow on Instagram and other social media?

What events do they go to?

Where do they spend their time?

What is important to them?

What style do they like?

If you're struggling to identify an imaginary viewer, pick someone you actually know who is or would be your ideal client, then answer the questions in relation to them.