The Avatar Marketing Method for Traffic and Conversion

Definition of a customer avatar: A document that describes the ONE person for whom you create all of your marketing.

Who your avatar should be:
- Someone you want to help
- Someone you generally care about
- Someone who's an advocate for
- Someone who's actively seeking the solutions you sell
- A real person

Benefits of having an avatar:
- Everything will be quicker because you'll have a solid decision-making framework in place for moving forward in every area of your business.
- It will get more people interested in your stuff.
- It will make your products mutually beneficial.
- It helps to eliminate agonizing over marketing decisions.
- You'll know who your competitors are.
- You'll be able to write sales letters easily.
- You can easily figure out what to sell.

Clarity & Results an avatar will produce:
- What terms you should rank for online
- Where to advertise
- Whether to use long-form or short-form sales letters
- What emotional triggers to hit in your marketing
- What types of offers you should make

When you should use your avatar:
- Before you start your business
- Before you make a new product
- Before you create any new marketing
- Before you write an email to your list
- Before you write a sales letter or any copy at all

Who should see your avatar:
- Copywriters
- Partners
- Your VA
- Contractors
- Employees

Main objection to creating an avatar: "If I create my avatar for one specific person then everyone else will be left out."

Answer to objection: Even if there's only 1 person in the world who matches your avatar, you'll be better off... Marketing improves when an avatar is used because it brings focus/consistency to your marketing. Examples: Marlboro cowboy and Pepsi commercials.

Results of not having an avatar:
- You're shooting in the dark with your marketing.
- You're not even marketing; you're hoping.
- You'll have no reliable framework for making marketing decisions.
- It will be difficult to communicate your vision to employees, partners, VAs, contractors, copywriters, etc.

Checklist:
- Determine who your avatar should be.
- Identify a specific person and start building a relationship with them through Twitter, Facebook, email, or whatever method you can.
- Be patient in building your avatar. (Please see your avatar interview checklist.)
- Turn your interview into a document.
- Find out your avatar and read it every day.
- Get into your avatar's "online shoes.
- Get into your avatar's "offline shoes.

Other things to remember:
- Get into your avatar's shoes and look at every aspect of your business through their eyes.
- Be patient in building your avatar.
- Don't make your avatar too narrow.
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If you need help, contact us.