

Customer Avatar & Sales Copy Worksheet

One avatar, one offer. Fill before you write the page. Where noted, skip possessives (your, my, their, his, hers, its, whose) so the line can drop into swipe copy.

1. Demographic information

- Avatar name
- Age of the target prospect
- Male or female
- Income level
- Do they have children?
- Education level

2. Product details

- Name of the person talking to the target (you or a pen name)
- Experience / authority — why they should take this advice
- Product name
- Product type: product / software / service / course / mastermind / bootcamp / class / book / program
- Main goal — they will be happy because they will be able to... (*no possessives*)
- Specific end result as the seller: “Specifically, I was able to...” with numbers. (*no possessives*)
- Time frame to that result
- Launch date and time — mm/dd/yy @ hh:mm timezone

3. Struggle & other solutions

Struggle (answer as the customer)

You are currently struggling with:

...and it's keeping you from being able to... (*no possessives*)

What's not working now (already tried — as the customer). Three pairs:

In order to [desired goal], you have ... with little success, and this has resulted in ...

Alternative solutions (considering, not yet tried — as the customer). Two options, each with a cost higher than your offer:

If the product didn't exist, you could ... instead to achieve [desired goal], but it would cost you _____.

4. Obstacles, change, accomplishments

Obstacles — three biggest roadblocks before success (seller):

Idea event (seller; you were once like them): The idea for this product came to me when I ... and that's when everything turned around.

Accomplishments — because I found this solution, I am now able to (three lines):

5. Features and benefits

Five majors. Seller talking to the customer. For each: has ... / good for you because ... / value \$...

6. Bonuses

Up to three. For each: name, how it strengthens the main offer, dollar value.

7. Guarantee / testimonials

Guarantee: none / 30 / 60 / 90 days / lifetime.

Three testimonials: name + exact quote. Add more if you have them.

8. Scarcity & call to action

- Availability or date/time scarcity?
- Number of copies, or end date/time
- Why this is actually limited (real reason)
- CTA: click buy / call / visit / come see us

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