



# PIXILLUSIONS

Web Design & Digital Marketing

## CREATE YOUR AVATAR

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Elevating Your Social Media Presence



GRAPHIC  
DESIGN

SOCIAL  
MEDIA

WEB  
DESIGN

BUILDING BRAND AWARENESS FOR BUSINESS

# Avatar Creation

## Demographics

Age

Gender

Marital Status

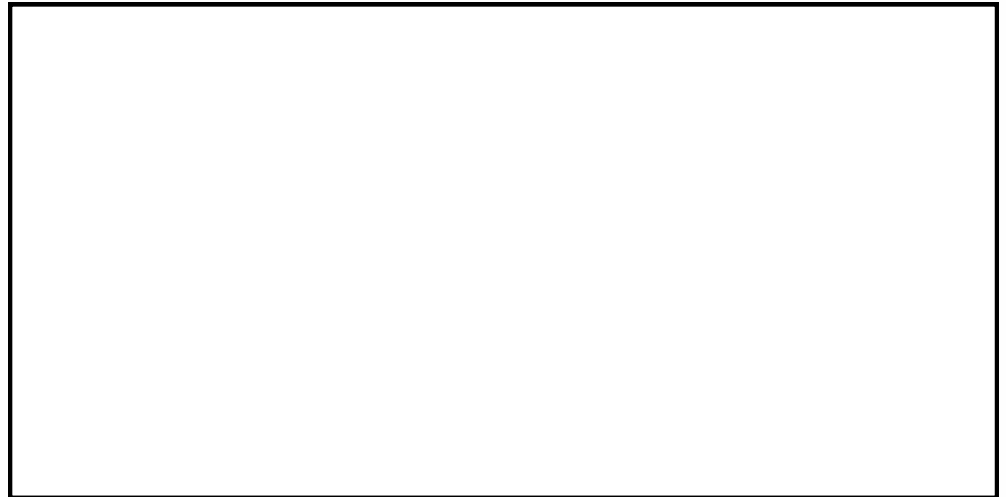
Occupation

Job Title

Annual Income

What defines him/her?

Other

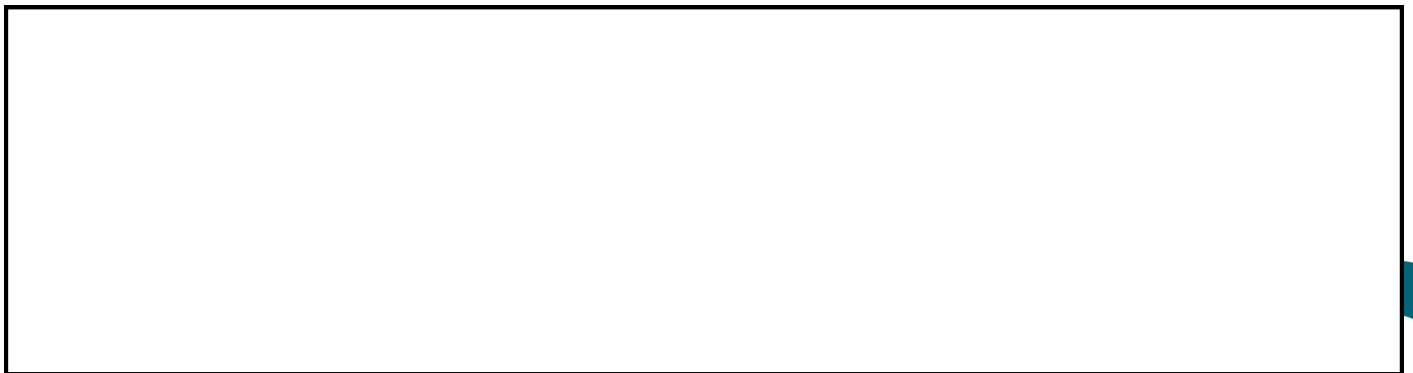


## Goals & Values

What does your avatar want to achieve?

What are they trying to do?

Focus on the goals that are aligned to your business



What are the values that define your Avatar?

## Sources of Information

*Talk to people in this customer avatar group. Pull from personal experience (but don't use your gut!)  
Do a Google search (the best \_ conferences; the best \_ blogs etc)*

Books

Magazines

Conferences

Blogs/websites

Influencers

Other

## Challenges & Pain Points

What challenges does your Avatar face?

What are the pain points that your Avatar is feeling?

## Objections

What are some of the objections your Avatar would have to what you're selling?

## Hooks

What will they have after they have taken up the offer?

e.g. Having (before) is (before feeling)... that's why we've made (content/product). (Do this/get this) and (get/learn/understand xyz).

How will they feel after they have taken up the offer?

e.g. Are you feeling (before feeling) because of (pain). That's why we made (product/content). (Do this/get this) and (get/learn/understand xyz.)

How will this Avatar's day to day life change once they have taken up the offer?

e.g. Tired of (before average day)? (Do this/get this) and (get/learn/understand xyz).

How will the Avatar's status change after using/buying your product?

e.g. Want to be (elevated attributes)? Become a (new status) and (get/learn/understand xyz).

Can we explain the value of our product quickly with an analogy?

e.g. It's like (known thing) for (your market). You'll also (get/learn/understand xyz) and (get/learn/understand xyz)...learn more.

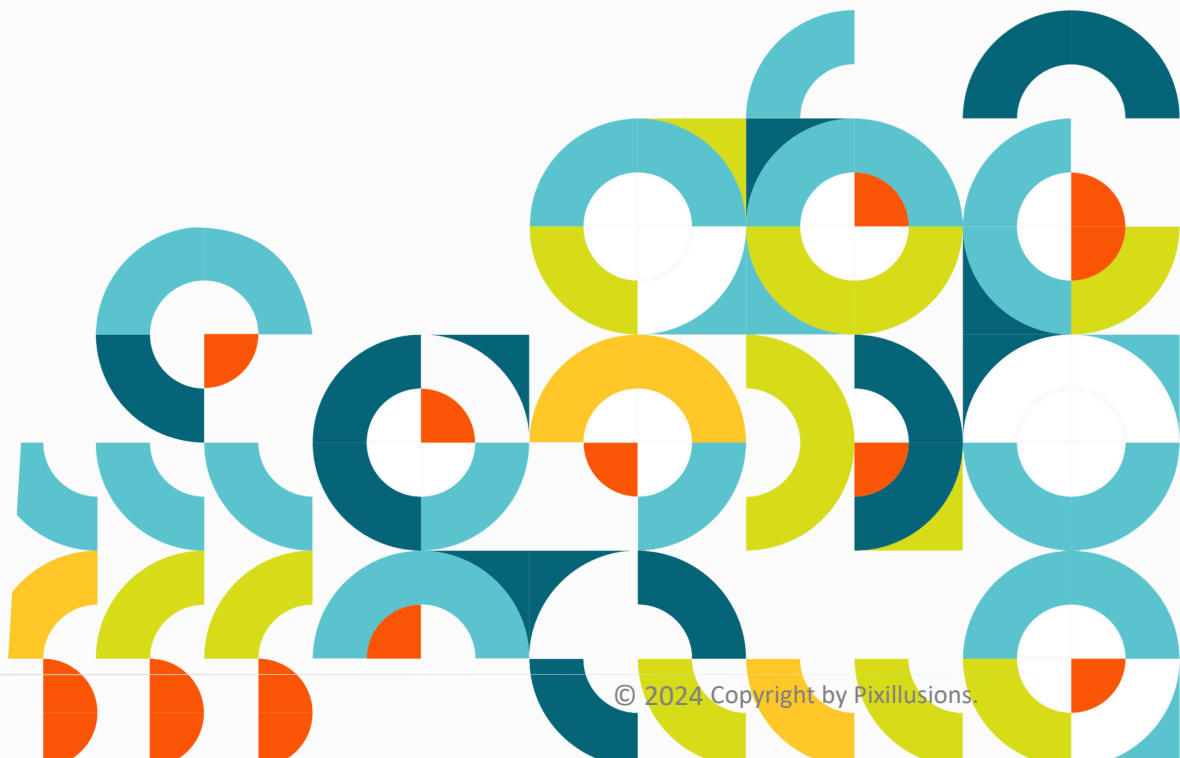
What social proof per avatar do you have? Testimonials? Case studies?

What makes your product different?

Now use all this information to find, and really get inside the head of your Avatar, and sell to him/her with ease!

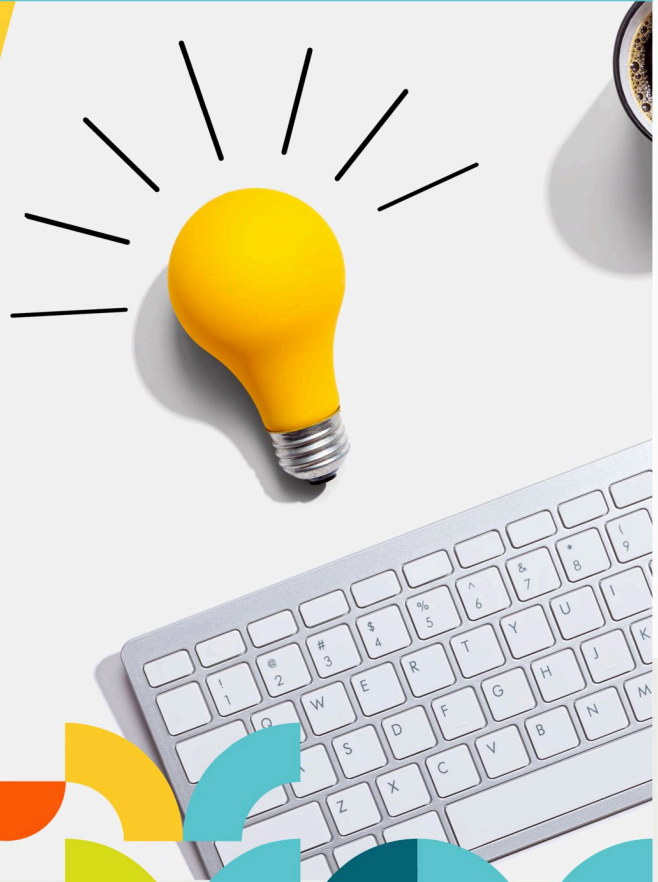
Be Authentic!

*Charlene*





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