



# 50

Questions To Get To  
Know Your Ideal  
Customer Avatar

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## BEFORE WE BEGIN

Defining your ICA (Ideal Customer Avatar) is a slightly different exercise to defining your broader target audience. For the purpose of this exercise, you want to have one person in mind.

Remember, we're talking about a pretend (or even real) person who is ideal for what you offer. If this person discovered your offer today, they would immediately think "this is exactly what I need right now".

This doesn't mean other people aren't a good fit for your offer. Of course there will be a variety of people who buy your offer. However, having one person in mind helps you to visualise and pretend you're talking to a real person when crafting your offer, branding and content.

It's also recommend having a photo of your ICA. You can use a stock image or even cut out a photo from a magazine. Here's some examples.



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# Now, let's get to know your ICA

1. What is their name?

2. Male or female?

3. Where do they live?

4. How old are they?

5. Describe their religion

6. Describe their ethnicity



7. What is their relationship status?

8. Do they have a family? How many children?

9. What is their favorite color?

10. What is their favorite food?

11. Are they an introvert, extrovert or ambivert (both)?



12. Describe their personality in 3-5 words

13. What are their values in life?

14. What's their favorite quote or mantra?



15. What do they do for fun and enjoyment?

16. What do they do for health and fitness?

17. Do they live a healthy lifestyle? What could be improved?



18. What is their highest level of education?

19. What is their career, work or job title?

20. Is their income low, average or above average?

21. What are their typical work hours?

22. Where do they typically work?



23. Are they happy and passionate about what they do for work?

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24. What are their priorities and responsibilities in life?

Blank response area for question 24.

25. What are their struggles, challenges and pain points in life?

Blank response area for question 25.





26. What are some unhealthy habits they've adopted?

27. What are some of their fears and worries?

28. What do they want to learn more about?



29. What other courses or programs do they participate in?

30. Are they tech savvy or technically challenged?

31. How often do they use a laptop or computer?



32. What social media platforms do they use?

Blank response area for question 32.

33. What online community groups are they part of?

Blank response area for question 33.

34. What online tools and resources do they use?

Blank response area for question 34.



35. What TV shows do they watch?

36. What are some of their favourite brands?

37. What services do they regularly pay for?



38. Who are their mentors they like to learn from?

39. Who are their favorite celebrities and/or leaders?

40. What kind of profiles/accounts do they follow on social media?



41. What kind of podcasts do they listen to?

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42. What kind of books do they read?

Blank response area for question 42.

43. How do they prefer to consume content? i.e. Read, watch, listen

Blank response area for question 43.



44. Do they prefer to learn as an individual or part of a group?

45. Are they a self-paced learner or prefer to be guided?

46. What's their level of knowledge in relation to what you offer?

47. Do they have any experience in relation to what you offer?

48. Do they actively seek advice in relation to what you teach/offer?



49. What are their go-to resources for advice on this topic?

50. Are there any other key points about your ICA?





Now you know your ICA, remember to always keep him or her in mind when:

1. Designing your brand's visual identity

2. Creating your social media post images

3. Writing your social media post captions

4. Deciding on your lead magnet

5. Deciding on your paid offers

6. Deciding on your pricing

7. Writing your website and sales page copy

8. Recording your video trainings and webinars

9. Doing live videos on social media