

10 Questions to Help You Create Your Avatar

1. What is the age range? Male/female or both?
2. Do they have kids? How many? Ages?
3. What do they do for a living?
4. Do they own their home or rent?
5. Do they have pets? What type? How many?
6. What are some things that worry them or keep them up at night?
7. Are they spiritual, a Christian, attend church, etc?
8. When it comes to _____ (*insert your industry*), what is most important to them? i.e.. Skin, health, finances, family, etc.
9. Which social media platform do they use the most? (Facebook, Instagram, Twitter, TikTok, etc)
10. Who do they subscribe to online?
11. What do they like to spend their money on?
12. What are some things they might be struggling with right now?
13. What television shows do they watch?
14. What type of books do they read?