

Your Customer

Here are a few questions you might want to research and ask yourself in order to build up your customer profile/avatar.

What is it your customer is trying to achieve?

Is there something your customer does not realise they need from you?

**Is your customer expressing an emotional state - do they need to look good, feel secure, do they want peace of mind with the decisions they are taking?
What's driving their response?**

What age range is your client?

Where would your client be based?

Are there any other questions you need to ask, if so, what are they and what are the answers?