

AVATAR QUESTIONNAIRE

to help you find relevant stock photos & creative content

In order to generate new ideas for your content, be as descriptive as possible with your answers. In regards to your ideal customer:

How old are they?

What industries would they probably work in? 9-5? Are they self-employed?

Where would they be located?

What do they look like? Gender? Race? Body? If applicable...

Describe their family life if applicable. Household? Spouse? Kids?



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What does their typical weekday look like? Routines? Tasks?

What would they be doing on the weekends?

What objects or things would they have around them, in their daily life? On their desk? In specific rooms (that apply to your niche)?

If your product or service didn't exist, where else would they be buying it?



AVATAR QUESTIONNAIRE

How do you want them to feel when they scroll social media and come across your profile or feed?

How do you want them to feel after they do business with you?

What are some one-liners or one sentence statements they would say after having a positive experience with you?

How do they typically feel BEFORE doing business with you?



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What are some things that make them happy?

What hinders them from reaching their goals?

What do they do to relax and unwind?

What are some things that frustrate them?



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What are they struggling with?

What's probably some reasons they haven't yet found what they need?

What, related to your business, keeps them up at night? What are they trying to figure out?

What's in their purse? On their desk? In their car?



AVATAR QUESTIONNAIRE

When they look at your brand, visually, what's something that would "stand out" to them?

What are some things they're "tired of?"

What's a "win" in their book?

What's something they haven't quite figured out how to do yet? (related to your niche)



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What do they do when they have a moment to themselves?

Could they be introverted, extroverted or somewhere in between?

They're going to grab a guilty pleasure snack, what are some foods they might pick?

What are they wearing on a typical day? At work? At home?



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When they look over their life, what are some things they would probably be thinking about?

What's a goal they might have for themselves?

Online shopping. Describe their ideal experience. (Do "offline" if you're a brick and mortar business)

Who are they probably following online?



AVATAR QUESTIONNAIRE

What would make their life easier?

What do you think is their #1 pain point?

What social media platforms are they on?

What solutions or products have they probably tried before?

What trends are they probably hopping on?



AVATAR QUESTIONNAIRE

Who in entertainment would they probably follow? TV? Music? Podcasts?

What's something related to your niche that they're probably doing "wrong?"

What are they probably doing on a Friday night?

What's something that they probably LOVE to do in their spare time?

Write some general adjectives that come to mind to describe your avatar.



AVATAR QUESTIONNAIRE

NOTES:

KEYS:



Be as descriptive with your answers as possible to help spark more creative ideas for your content and captions.



Create as many avatars as you want to give you more "personas" to speak to. Add more questions, if needed, to create a well-rounded view of your ideal customer.



Using your answers as a keyword guide, favorite and download stock photos and graphics that are applicable. Remember, don't think too literal.