



ARCANE
MARKETING

CUSTOMER AVATAR

Target Demographic - Customer is the Hero

Change the Image to depict your Target Demographic:



Meet [Name] . He is our Male Target Demographic.

DEMOGRAPHIC - [MAIN CHARACTERISTIC] -

- Where does the individual Currently Work?
- What is the company currently offering to their employees?
- What Characteristics are you looking for - give a detailed explanation about the overall type of person you'd like to hire. (List 3-5 Characteristics)

PERSONAL BACKGROUND (BE AS DETAILED AS POSSIBLE):

- What are the core beliefs that your target individual holds true to?
- What does he like to do in his spare time?
- What are his personal desires? What things motivate this person?
How can he articulate his motivations to show results.
- What is his family situation? Married? Children?
- How involved is he in the life of his family?
- What are some of his hobbies?
- Where does he like to spend his free time?
- How does he connect with/work with others?
- What are other extracurricular activities?
- What is his preference - style when it comes to buying things? (New/Used)
- How much money is he currently making?
- Is he a connector? Do you prefer that he knows quite a few people, has influence over people?
- How long has he been in the workforce?
- What are some of the things he has experienced that make him a qualified candidate?

BUSINESS BACKGROUND (BE AS DETAILED AS POSSIBLE):

- What are his professional aspirations?
- What things has he already accomplished in his life?
- What is his level of risk tolerance?
- Is he an optimist, realist or a pessimist?
- How loyal is this individual? Does he have a track record of moving from company to company?
- What are some of the reasons he wasn't happy with his previous employer?
- What were the drivers for him leaving his previous employer?
- How can these things be a positive and negative thing for your company?
- What motivates him individually?
- What triggers set him off?
- What things get him excited about his position?
- Who are some of the people he follows, reads books from, spends time with?
- Is this person an outgoing person, or do you prefer an introverted person?
- Is he a know it all, or open to learning?
- What is his mechanism for continuous learning?

LEADERSHIP BACKGROUND (BE AS DETAILED AS POSSIBLE):

- What positions has he held in the past that indicate he has leadership capabilities?
- How have the positions he held prepared him for potential rise in the organization?
- What is he doing that brings additional value to the organization?
- How does he work with other people?
- How does he work with other organizations?
- What things are identified as strong leadership skills?
- How does he interact with others?
- What is his leadership style?
- What things does he portray that indicate that he will be a good leader?
- What things does he portray that indicate that he fits the culture of your organization?

Pain Points - Internal, External, Philosophical

EXTERNAL (THINK NON-PURPOSE DRIVEN DECISIONS):-

- What are some of his struggles that he cannot currently find a solution for?
- What things hold him back from becoming the best possible employee?
- What external things determine his decision making process in taking on new roles and responsibilities?
- What limitations does this individual have currently that can be overcome with things like Money, Resources, time?
- What are some of his external beliefs? I need more money, I want a better title, I want to be seen as a leader...
- How can these things above be met by your organization?
- What are the other core “External” needs that must be met?
- Is he productive at work when working alone? Or is he better working as a team?
- What is his appetite for spending money on stuff?
- What things really make him externally happy?

INTERNAL (THINK PURPOSE DRIVEN DECISION MAKING):-

- What is the real purpose for working? Family, Freedom, Recognition?
- What is the main purpose for finding fulfillment in life?
- What things can be shared with the team to help this person create an immediate feeling of comradery?
- What is he willing to give up for internal peace?
- What things can he find as a measure of balance in his life that will be sustained on a long term perspective?
- What is his biggest driver when it comes to family life? Being a great dad? Being a champion husband?
- What type of a relationship does he have with his spouse/significant other?
- How much has he sacrificed for his friends, family?
- What efficiencies has he created in his life that bring a deeper meaning to his life?
- What are the feelings he feels when he does something that makes an impact on another person in a positive way?
- What are the feelings he feels when he does something that changes someone’s life for better?

PHILOSOPHICAL (THINK CAUSE DRIVEN PERSPECTIVE):-

- What nonprofit organizations does he support?
- What are his passion projects that he works on outside of his professional and personal life?
- If he had the opportunity to give time, money, resources, who would he give it to?
- How loyal is this person to certain causes?

Target Demographic - Customer is the Hero

Change the Image to depict your Target Demographic:

Director Momentum



Meet [Name]. She is our Female Target Demographic.

DEMOGRAPHIC - [MAIN CHARACTERISTIC] -

- Where does the individual Currently Work?
- What areas of the country does she live in?
- What is the company currently offering to their employees?
- What Characteristics are you looking for - give a detailed explanation about the overall type of person you'd like to hire. (List 3-5 Characteristics)

PERSONAL BACKGROUND (BE AS DETAILED AS POSSIBLE):-

- What are the core beliefs that your target individual holds true to?
- What does she like to do in his spare time?
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How can she articulate her motivations to show results.
- What is her family situation? Married? Children?
- How involved is she in the life of her family?
- What are some of her hobbies?
- Where does she like to spend her free time?
- How does she connect with/work with others?
- What are other extracurricular activities?
- What is her preference - style when it comes to buying things? (New/Used)
- How much money is she currently making?
- Is she a connector? Do you prefer that she knows quite a few people, has influence over people?
- How long has she been in the workforce?
- What is the reason she is in the workforce?
- What are some of the things she has experienced that make her a qualified/effective candidate?

BUSINESS BACKGROUND (BE AS DETAILED AS POSSIBLE):

- What are her professional aspirations?
- What things has she already accomplished in her life?
- What is her level of risk tolerance?
- Is she an optimist, realist or a pessimist?
- How loyal is this individual? Does she have a track record of moving from company to company?
- What are some of the reasons she wasn't happy with her previous employer?
- What were the drivers for her leaving her previous employer?
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