



FISH TANK AVATAR DEEP DIVE

The Fish Tank Avatar is a unique way to discover important aspects of your customer, client or patient that you must know to market effectively. If you are not familiar with the Fish Tank Avatar, visit <https://www.silvertabletmarketing.com/fish-tank-avatar-easy-way-discover-ideal-client/> to learn more.

Answer the following questions to complete your Customer Avatar.

- 1) When you are explaining your product or service to someone, do you change the way you explain it significantly depending on your audience?

Yes No

- 2) Pick one of the ways that you describe your product or service and write it below:

- 3) Describe the demographics for this group of customers. (This is your first avatar. You will create one avatar for each group of your customers.)

Age range _____

Gender _____

Marital Status _____

Children? Yes No

Ages of Children _____

Homeowner? Yes No

Household Income range _____

Education Level _____

Discover THE WATER (Surface Desires)

When you ask your customers why they want or need your product or service, what is the first thing they say? What basic need does your product or service fulfill?

Basic Needs	How Does Your Product or Service Fulfill this Need?
Food, Water, Shelter	
Warmth	
Personal Safety and Security	
Sleep, Rest	
Order, Stability	
Transportation	
Health and Wellness	

Convenience, Time	
Financial Well-being, Security	
Connection with Others, Collaboration	
Other	

Discover THE OXYGEN (Emotional Triggers)

Why is it important for them to satisfy this desire or want? What feeling does this customer get after he/she uses your product or service and what feeling does this customer get relief from after he/she uses your product or service.

Here are some emotions your customers may feel or be trying to avoid. Circle the ones that apply to your avatar.

May Want to Feel This...	May Want to Avoid This...
Joy, Happiness, Hope	Sadness, Despair
Anticipation	Surprise
Trust, Security	Disgust, Apprehension, Fear, Betrayal, Revenge
Admiration, Acceptance	Loathing, Disapproval,
Optimism	Fear, Anger
Focus, Interest, Engagement, Amazement	Boredom, Distraction
Love	Hate, Contempt
Healthy, Vibrant, Energetic	Sluggish, Uncomfortable, Slow
Control, Authority, Intelligent	Powerlessness, Helplessness, Shame, Frustration
Stress, Anxiety, Harried	Tranquil, Relaxed, Free
Perfectly Suited, Thriving, Fulfilled, Balanced	Making Do, Unfulfilled,
Beautiful, Youthful	Ugly, Run-Down, Old
Other:	

Discover the “CONDITION” OF THE WATER?

What does your customer know about your industry? Does your customer trust people in your industry? Do they believe people in your industry? Do they believe the solution that your industry provides is viable? Are they confident of people in your industry? Do they have any doubts about people in your industry?

What do they know about your solution? Have they tried something similar before? What has their past experience been?

Discover who is in their “SCHOOL?”

Your avatar’s “school” is the groups of people from whom he seeks esteem, acceptance, love and approval.

Who is most important to your customer? Who is dependent on your customer and/or whom do they depend on?

Who influences your customer the most?

When it comes to personal or professional status, who does your customer measure themselves against? Who do they need to “keep up with” to feel successful?

Who does your customer prefer to avoid?

Who makes your customer feel successful and happy?

Discover THE ROCKS

The Rocks are your customer's values – their subjective core beliefs that form their attitudes and influence their decisions. The products and services that provide an opportunity to live those values publicly in the real world and to satisfy their deepest desire to do something that really matters are the most successful.

Here are some examples:

- Health and wellbeing
- Learning and growing, Curiosity
- Integrity, honesty, transparency
- Creativity and Expressiveness
- Spirituality and Faith
- Adventure and Exploration
- Cleanliness, Order & Organization
- Composure & Control
- Realism
- Responsibility & Accountability
- Self-reliance, Mastery, Discipline
- Comfort
- Justice, Kindness, Thoughtful, trust
- Empathy & Understanding
- Teamwork
- Loyalty
- Wealth
- Success
- Toughness
- Uniqueness

What visible clues does your customer give about his values? For example, does he/she wear certain types of clothes (high end designer, t-shirts with slogans?) or eat a certain type of food (vegan, Starbucks, fast food, etc.)? Does he/she have a sticker on his car (“26.2” for a run, vacation spot, family cartoon, etc.)? Does he/she wear jewelry with significance (a cross, a wristband that signifies a cause, birthstones, etc.)? List everything you can see.

What are your customers doing when they are happiest? What clues does this provide about their values?

What makes them most upset? What clues does this give you about their values?

Now write your CUSTOMER'S STORY

My customer _____ (name of your customer) is having a problem with _____.

This problem is making him feel...

My product/service will help to solve his problem by...

After he solves his/her problem, he will feel)...

He is considering/not considering using the solution I provide because he knows (this about my industry/product)

His/her decision will be influenced directly or indirectly by (people in the “school”)

And his/her decision will be influenced by these values and beliefs.
