

NARROW DOWN YOUR AUDIENCE: CREATING AN IDEAL CUSTOMER AVATAR IN CHATGPT...

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"Your digital product can't be everything to everyone. Start by defining your ideal customer." - CuriousFem

I am creating **[a digital product to sell online]** about **[topic]**. Create an ideal customer avatar about 5 different people who are most likely to buy this digital product. Give them a name, job title, and backstory. Suggest what their 3 most common struggles are and how my digital product will help them. Also, suggest a recommended price they will be willing to pay for my digital product to solve their problems.

*See my example in the next pages

LET'S SEE IT IN ACTION!

*I am creating **a comprehensive, step-by-step checklist** about **creating and selling an online course in the crafting niche**. Create an ideal customer avatar about 5 different people who are most likely to buy this digital product. Give them a name, job title, and backstory. Suggest what their 3 most common struggles are and how my digital product will help them. Also, suggest a recommended price they will be willing to pay for my digital product to solve their problems.*

IDEAL CUSTOMER AVATARS FOR CREATING AND SELLING AN ONLINE COURSE IN THE CRAFTING NICHE

#1 - Sarah: The Hobbyist Turned Entrepreneur

Job Title: Stay-at-Home Mom & DIY Enthusiast

Backstory: Sarah has been crafting since she was a teenager and recently turned her hobby of making handmade jewelry into a small side business. She sells her pieces on Etsy and Instagram but struggles with scaling her business. Sarah is looking for ways to share her skills, grow her income, and gain recognition as a crafting expert.

Common Struggles:

1. *Limited technical skills: She doesn't know how to create an online course and struggles with setting up platforms.*
2. *Fear of failure: She worries that her course might not sell or that her audience won't find it valuable.*
3. *Time management: With young kids at home, she struggles to balance her business and family.*

How my Digital Product Helps:

- *Provides step-by-step guidance for creating a course, even for beginners.*
- *Offers tips on marketing and validating her course idea.*
- *Includes templates to save time and reduce overwhelm.*

Sarah is willing to pay \$97-\$147 for my digital product

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#2 - James: The Passionate Woodworker

Job Title: Carpenter & Weekend Content Creator

Backstory: James has been running a small woodworking business for years and recently started posting tutorials on YouTube. His followers often ask for more in-depth lessons, but he doesn't know how to turn those requests into a paid product.

Common Struggles:

1. *Monetizing knowledge:* He doesn't know how to package his expertise into an online course.
2. *Tech overwhelm:* Managing video production, platforms, and sales funnels feels intimidating.
3. *Time constraints:* Running his woodworking business takes most of his energy.

How my Digital Product Helps:

- *Breaks down the process into manageable steps, from planning to launching.*
- *Includes tech guides to simplify video editing and course hosting.*
- *Offers marketing strategies tailored to hands-on niches like woodworking.*

James is willing to pay \$147-\$197 for my digital product

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#3 - Priya: The Aspiring Crafting Influencer

Job Title: *Freelance Graphic Designer & Blogger*

Backstory: *Priya loves experimenting with different crafts, from calligraphy to paper quilling. She's building a personal brand on Instagram and dreams of becoming a full-time crafting influencer by teaching online.*

Common Struggles:

- 1. Finding her niche: She's unsure how to narrow down her course topic.*
- 2. Building an audience: She wants to grow her following and create a community.*
- 3. Imposter syndrome: She feels like she's not "expert enough" to teach others.*

How my Digital Product Helps:

- Includes exercises to help define her niche and unique value.*
- Provides marketing tips to grow her email list and social media following.*
- Offers confidence-building advice and testimonials from other creators.*

Priya is willing to pay \$97-\$147 for my digital product

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#4 - Elena: The Experienced Teacher

Job Title: *Art Teacher & Craft Workshop Facilitator*

Backstory: *Elena has been teaching in-person crafting workshops for years but wants to transition online to reach a wider audience. She's confident in her teaching skills but isn't familiar with creating an online product.*

Common Struggles:

- 1. Transitioning to online: She's unsure how to adapt her teaching style for an online audience.*
- 2. Pricing her course: She struggles with deciding on a fair price for her expertise.*
- 3. Attracting students: She doesn't know how to find an audience outside her local community.*

How my Digital Product Helps:

- Offers a guide to converting in-person lessons into an engaging online format.*
- Provides pricing strategies based on course length and value.*
- Includes marketing tools to attract global students.*

Elena is willing to pay \$147-\$197 for my digital product

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#5 - Carlos: The Retired Hobbyist

Job Title: Retired Engineer & Crafting Enthusiast

Backstory: Carlos discovered crafting as a hobby after retiring and loves working with leather and creating DIY furniture. He wants to share his passion and supplement his retirement income by teaching others online.

Common Struggles:

1. *Technical barriers:* He feels intimidated by online platforms and tools.
2. *Lack of structure:* He doesn't know how to organize his knowledge into a course.
3. *Marketing know-how:* He has no idea how to promote his course effectively.

How my Digital Product Helps:

- Offers beginner-friendly instructions for using tech platforms.
- Provides a clear framework for structuring a course.
- Includes pre-made marketing templates to simplify promotion.

Carlos is willing to pay \$97-\$147 for my digital product

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SUMMARY TABLE

Avatar	Recommended Price	Primary Struggle	How It Helps
Sarah (Hobbyist)	\$97-\$147	Balancing family & business	Step-by-step guide, templates, marketing tips
James (Woodworker)	\$147-\$197	Tech overwhelm	Tech guides, marketing strategies, clear roadmap
Priya (Influencer)	\$97-\$147	Finding niche	Niche exercises, audience-building tips
Elena (Teacher)	\$147-\$197	Transitioning to online	Course adaptation, pricing guide, marketing tools
Carlos (Retiree)	\$97-\$147	Technical barriers	Beginner-friendly instructions, marketing templates