

IMPROVE AI RESULTS WITH CUSTOMER AVATAR



The Customer Avatar Prompt



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How to Create a Customer Avatar Using ChatGPT

You can use the prompt below with any AI tool: ChatGPT, Gemini, Perplexity, or your preferred AI platform. Just copy and paste it, fill in your details (like your business or product), and let the AI generate a complete, actionable customer avatar for you.

Tips for best results:

- Ask the AI to format the output with headings or bullet points for clarity.
- If needed, follow up with clarifying questions (like sample customer questions, micro-moments, or objections).
- Check the output for accuracy: does it reflect your audience?
- Add any missing details or examples based on your own knowledge.
- Reference it whenever you create content, write prompts, or generate campaigns.
- Pair it with the brand compass and creative brief workflows for a strong, reliable, repeatable AI content system that clearly speaks to your target audience in your unique brand voice.
- Treat the avatar as a living document. You can refine it over time as you learn more about your audience.

One-Prompt Outline

Copy and paste this prompt into an AI tool like ChatGPT or Gemini and replace the bracketed sections with your own details:

Prompt Starts Here:

"Create a detailed AI-informed customer avatar for my **[business/product/service]**. Include the following:

1. **Demographics:** age, gender, location, occupation, and other relevant basic info.
2. **Goals and Problems:** What they are trying to achieve and the problems they are trying to solve.
3. **Key Questions:** 5 real questions they might ask AI tools or search engines before buying.

4. **Buying & Research Behavior:** How they search for information, evaluate options, and make decisions, including micro-moments across AI, social media, and communities.
5. **Trust & Influences:** What sources, reviews, or systems they rely on; how AI recommendations affect their decisions.
6. **Content Preferences:** Types of content they engage with most (videos, FAQs, summaries, short guides, community forums, etc.).
7. **Objections & Concerns:** Common hesitations or barriers to purchasing.
8. **AI-Specific Behavior:** How they interact with AI tools like ChatGPT, Google AI, YouTube summaries, TikTok, or community answers.

Format the output as a single, clear customer avatar profile with sections labeled for easy reference. Make it specific, actionable, and human-sounding, not generic. At the end, provide a short summary paragraph describing why this customer avatar is critical for creating AI-generated content that resonates and improves visibility in AI-powered platforms."

(end of prompt)



How to Use the Customer Avatar

Now that you have your AI-informed customer avatar, it's time to put it into action. Pair this avatar with your Brand Compass and Creative Brief to create a strong, repeatable AI content system.

This combination will help you:

- Generate AI content that truly resonates with your audience
- Write prompts that produce clear, relevant, and human-sounding outputs
- Improve visibility and credibility across AI-powered platforms

Keep your avatar handy as it will guide everything you build moving forward in your AI marketing workflow.



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