5 steps to Creating Your Blog Reader Avatar

Discover the Key Elements necessary for building a customer persona that will follow and buy from you. With a customer avatar fresh in your mind, you'll create content for your friend quickly and easily. This is brought to you by NAMS, Inc. Check out the course

How to Blog Like a Pro
nams.ws/bloginfographic.

#1

Gather Data

Find out where your target blog readers hang out online and go there to listen to them and observe. Connect with them everywhere possible and gather data.

#2

Compile Demographic Data

From your information sources, compile demographic data such as age, gender, location, language, education level, family composition, and so on.

#3

Compile Psychographic Data

Take notes on your target readers' behavior and psychology. This may take a bit more time and observation but it's important.

#4

Create a Persona

Look for trends in the above information and make a persona. This is one individual who is most characteristic of your target reader.

#5

Repeat as Necessary

It's best to have just one target reader avatar, but if you have a diverse audience, you may want to create more than one. If so, repeat the 4 steps above.

Bonus

Give Your Avatar a NAME and PICTURE

Personalize your research. It's easier to create exactly the right content by giving your persona a name and a face. She (or he) should epitomize all the characters of your persona. Then, write specifically to that person to be more productive and profitable.

How to get more info

Blogging Like a Pro

Discover how to make money with your blog and serve your readers consistently and quickly!

How to get in touch

Go to:

NAMS.ws/BlogInfoGraphic

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