



## Week 1 - Internet Marketing Basics

### Part 1) Your Ideal Customer Avatar

**1. Gender?**

- a. Male
- b. Female
- c. Mixture of Both

**2. Age?**

- a. 20-30 Years
- b. 31-40 Years
- c. 41-50 Years
- d. 51-60 Years
- e. 65+
- f. Mixture- \_\_\_\_\_

**3. Customer Type?**

- a. Consumer
- b. Business
- c. (if both - complete this exercise for each)

**4. What Is Their Income Level?**

- a. \$10,000 - \$30,000
- b. \$31,000 - \$60,000
- c. \$61,000 - \$100,000
- d. \$101,000 - \$250,000
- e. \$251,000 - \$500,000
- f. \$500,000 - \$1,000,000
- g. Over \$1,000,000
- h. (if multiple - complete this exercise for each)

**5. Business/Work - What Level Are They?**

- a. Entry
- b. Purchasing
- c. Sales
- d. Management
- e. C-Level
- f. Other - \_\_\_\_\_

**6. How Active Are They With Your Process?**

- a. They just want it done for them
- b. They delegate it
- c. They are part of the team
- d. They are relatively active and committed
- e. They are totally committed

**7. How Ope To Change Are They?**

- a. Change averse
- b. Change curious
- c. Change accepting
- d. Change agent

**8. How Needy Are They**

- a. Total hand holding needy
- b. Expecting but not over bearing
- c. Fine with limited interaction
- d. Totally hands off

**9. How Well Do They Take Action & Direction?**

- a. Needs lots of time one-on-one
- b. Needs some reminders but takes action
- c. Is fine with some interaction
- d. Fairly self sufficient
- e. Total run-with-it kind of person

**10. List Their Likes, Needs And Activities  
(Family, Sports, Music, Spiritual, etc.)**

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(Work of the back of this document if you need more space)



## **Week 1 - Internet Marketing Basics**

### **Your Ideal Customer Avatar**

What is the one problem, that your Ideal Customer has that is keeping them up at night?

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What is the outcome that your Ideal Customer is looking for? (Hint – it would have to be so big that they tell their friends or business associates about you and your outcome)

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How confident are you that your Ideal Customer will see that outcome? (Note – assuming that they follow through on the solutions you provide)

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Now craft the message that you would like to tell that person about your product or service that could convince your Ideal Customer of your unique solution and value proposition...

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# The BACON System

## Week 1 - Internet Marketing Basics

### Part 2) Your Online Sales Conversation



Create a conversation to your new Ideal Customer Avatar and your Ideal Solution For Them...

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## Week 1 - Internet Marketing Basics

### Part 3) Your Keywords

Go To Google and search for what you do? Which Keywords do you show up for?

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Go To Google and search for you competition? Which Keywords do THEY show up for?

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List what keywords you would LIKE to show up for?

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Long Tail Keywords – What Phrases would you like to show up for? (i.e. “Social Media Marketing”)

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