



# Defining My Avatar

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# What Is an Avatar?

When most people hear the term “avatar,” they think of that cute little picture next to their name in Facebook, or on Twitter. If you’re an online gamer, you may think of the character you created to represent you in the gaming arena.

As an author or speaker, when we make reference to our “ideal reader,” or our “target audience,” we are identifying what is known in the publishing and speaking world of as our “Avatar.” The Avatar is a caricature, a fictitious representation of the persona who is most likely to be drawn to our writing and speaking.

Identifying our Avatar is vital to establishing an effective context with our readers and hearers, because the writer who writes for everyone is a writer who writes for no one. An Avatar will make the difference between reaction and connection. By cultivating a well-rooted understanding of exactly who our Avatar is, we can enter into their conversation instead of making them come into ours. We can design “products” that they want and need.

Create multiple avatars. Create one for your reader/hearer, one for the Event Planner, one for males, and another for females. Understand, however, that gender specificity might be part of your Avatar definition. Undoubtedly, our appeal will extend beyond those definitions, but we will not hit a target we have not defined.

# Sample Avatar Brief:



This is Bradley. He is 38 years old, has a post-graduate degree in cyber-security. He is an entrepreneur. He has never worked for anyone but himself.

Bradley has a passion for serving others but struggles to do so outside of his business because the business demands so much of his time. He recognizes that, as the owner of his business, he can set flexible hours for himself, but finds that his business controls him, and he is on the verge of feeling overwhelmed. He is single, never married, and has no children.

Bradley is a Type-A personality. He is driven toward “success” and terrified of failure. Bradley became a Christ-follower while in college and embraced his faith with great enthusiasm. The same Type-A drive he has for business translates into his faith-life. He finds the “peace of Christ” elusive.

Bradley does not enjoy the formulaic trappings of structured religion, but relishes learning about the first-century world into which Christianity was birthed. He reads from multiple modern translations and enjoys word studies.

Bradley welcomes and eagerly engages challenges to his faith. He likes having a spiritual mentor and is ambitious to please him.

# Demographic Information:

Geographic Location	
Age	
Relationship Status	
Educational Level	
Employment	
Income	
Abode Type	
Family Data	
Church Affiliation	

# NonWork Interests:

Sports	
Arts	
Family	
Entertainment	
Food & Drink	
Literature	
Travel	
Health and Fitness	
Hobbies	

# Demeanor/Activities:

Digital / Technology	(e.g. gamer, social media, blogger, online purchases)
Finance / Investing	(e.g. insurance purchases, stock investor)
Charity / Volunteer	(e.g. Lions Club, volunteer youth coach, Relay for Life)
Spending Habits	(e.g. product types – kids, pets, clothing, wine)
Brand Loyalty	(e.g. always shops at ... always buys brand ...)
Information Sources	(e.g. blogs, cable news, magazines, newspaper, radio, friends, gurus)

# Psychographic Information:

Fears	
Obsessions	
Questions About Life	
Intro/Extroverted	
Life Goals	
Values/Worldview	
Impulsive/Contemplative	