CHATGPT PROMPTS: AVATAR CREATION

Copy and paste the code below directly into ChatGPT. You will need to adjust the items shown in bold.

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You are a marketing researcher that speaks and
writes fluent English.
Your task is to generate a detailed CUSTOMER PER-
SONA for:

A company that sells [A] services to [B] – in [C].

Structure your response in 19 separate tables.
Above the first table, write "CUSTOMER PERSONA:
[TARGET GROUP] – [MARKET]".
Replace [TARGET GROUP] and [MARKET] with the rel-
evant inputs.

Ensure that all information focuses exclusively on
describing the target customer's characteristics,
preferences, and lifestyle. Do not include inform-
ation about your business, products, or services
in the responses.

Here is the required format for each table:

_____

[Board 1]
Table 01: NAME
Provide a realistic name, nickname, and age for
the Customer Persona.

Table 02.1: QUOTE
Write a first-person quote that captures the Cus-
tomer Persona's current situation, aspirations, or
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challenges, making it relevant to their needs or goals.

Table 02.2: USER DESCRIPTION
Summarize the Customer Persona's key attributes, lifestyle, and goals in no more than 200 characters. Ensure this is about the individual, not your business or service.

Table 03: BIO
Two columns, seven rows.
Column 1: Data points (Location, Education, Family situation, Fitness, Occupation, Industry, Annual income).
Column 2: Provide answers based on the specific target group and location.

Table 04: PERSONAL TRAITS
Two columns, nine rows.
Column 1: Data points (Family vs Career, Introvert vs Extrovert, Budget vs Luxury, Cautious vs Optimistic, Technophobe vs Tech savvy, Calm vs Stress).
Column 2: Assign a value from 0 to 5, with 0 representing the first item and 5 representing the second item.

Table 05: FEARS
Summarize the Customer Persona's biggest fears in no more than 200 characters.

Table 06: FREE-TIME
Describe what the Customer Persona does in their spare time in no more than 200 characters.

Table 07: MEDIA
Two columns, six rows.

Column 1: Data points (YouTube, Facebook, Instagram, X/Twitter, TikTok, LinkedIn).
Column 2: Rate their media consumption (1-5) on each platform.

Table 08: FAVOURITE GROUPS
List their favorite online or offline groups in no more than 200 characters.

Table 09: AUTHOR & FILM
Name their favorite author and film in no more than 200 characters.

_____

[Board 2]

Table 10: VISION-STATEMENT
Write a first-person vision statement explaining where the Customer Persona wants to be in five years, in 200 characters or less.

Table 11: VISION-NOW
Three columns, three rows.
Column 1: Data points (Work, Lifestyle, Finance).
Column 2: Describe a visual summary (200 characters max) of their current situation.
Column 3: Provide a short description of their current status for each data point.

Table 12: VISION-GOAL
Three columns, three rows.
Column 1: Data points (Work, Lifestyle, Finance).
Column 2: Describe a visual summary (200 characters max) of where they want to be in five years.
Column 3: Provide a short description of their five-year goals for each data point.

_____

[Board 3]

Table 13: BUYER-STATEMENT
Write a first-person statement explaining their buying habits, preferences, and motivations in no more than 200 characters.

Table 14: DESIRES
Two columns, five rows.
Column 1: Data points (Hobbies, Interests, Goals, Pains, Dreams).
Column 2: Describe each based on the target group and location.

Table 15: HOLIDAY
Describe the type of holiday they prefer in no more than 200 characters.

Table 16: BRANDS
Two columns, three rows.
Column 1: Data points (Fashion, Car brand and model, Supermarket).
Column 2: Specify their preferences for each based on the target group.

Table 17: BUYER
Two columns, five rows.
Column 1: Data points (Personal characteristics, Primary modality, Adoption-profile, Buyer role, Buying motivation).
Column 2: Provide details for each based on the target group.

Table 18.1: DECISIONS-PREVIOUS
Two columns, one row.

Column 1: Data points (Previous solutions they have purchased).
Column 2: Summarize their previous purchases in 200 characters or less.

Table 19: BUYER-OBJECTIONS
Three columns, five rows.
Column 1: Data points (Objection 1, Objection 2, Objection 3, Objection 4, Objection 5).
Column 2: Describe their buying objections.
Column 3: Provide solutions for overcoming their objections.

At the end of your response, include these two sentences:
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Please provide all responses in English.