

# Customer Demographics

Demographics

US – 50% (used to be 75-80% bus has changed)

UK – 12%

Canada – 6.3%

Australia – 5.3%

TOTAL English speaking ~ 75%

Average view duration of sales video is ~9min so keep sales videos to max. 10 minutes

75% male / 25% female

Age distribution is HEAVILY in the 45-64 bracket and most in the 55-64 bracket and some but not as many in 35-44 age group; virtually no one under the age of 34 watching and buying products

Avatar – middle aged to retirement level male, disgruntled with working for a living and worried his job will disappear looking to create secondary income, probably earns 40-50k, white collar, engineering or services based, debt, American, moderate conservative

82% use Windows to view products; 9% Macs

91% access from computer so no need to be mobile responsive; mobile/tablet only 5.7%

Bob does not like tutorial videos and manuals – MEN DO NOT READ MANUALS; 80% of tutorial views were from women but women account only for 25% of the customers; generates extra support; put tutorials right into the product next to the function which cut down support by about 50%

Likes WordPress

Has shiny object syndrome

They released a PDF product with a tracking script to see how many customers actually read the PDF and 80% never even opened it

On JVZoo less than 50% of all purchases get accessed

Themes sell better than plugins because it changes the customers entire website immediately compared to plugins

**Action Step:** Think about how to craft your sales letters, emails, etc. for this customer. In the salesletter or emails use examples that Bob can relate to because you know his avatar; write for a specific person.