

CUSTOMER AVATAR

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

CHALLENGES & PAIN POINTS

Challenges:

Pain points:



SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process: