

# CUSTOMER AVATAR WORKSHEET

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Company/Product Name:

## GOALS AND VALUES

Goals:

Values:

Name:

Age:

Gender:

Marital Status:

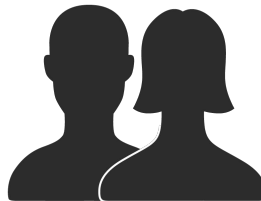
#/Age of Children:

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 & ROLES

Possible Objections:

Role in the Purchase Process: