



CUSTOMER AVATAR WORKSHEET

GOALS AND VALUES

Goals:

My avatar wants to....

- 1.
- 2.
- 3.

Values:

My avatar is committed to...

- 1.
- 2.
- 3.

Age:

Gender:

Marital Status:

#/Age of Children:



Location:

Occupation:

Job Title:

Annual Income:

Level of Education:

CHALLENGES AND PAIN POINTS

Challenges:

My avatar is challenged with

- 1.
- 2.
- 3.

Values:

My avatar's pain points are...

- 1.
- 2.
- 3.

SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process: