

Customer Avatar Worksheet

Fill out the boxes first, then create your customer avatar by entering information on the lines below.

NAME: _____ AGE: _____
GENDER: _____ MARITAL STATUS: _____
#/AGE OF CHILDREN: _____ LOCATION: _____



GOALS & VALUES

Goals:

Values:

CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

WHERE DOES YOUR POTENTIAL CUSTOMER GET HIS/HER INFORMATION?

Books:

Magazines:

Blogs/Websites:

Conferences:

OBJECTIONS TO BUYING

What are his/her objections?

Is he/she the key decision-maker?

OCCUPATION: _____ ANNUAL INCOME: _____

JOB TITLE: _____ LEVEL OF EDUCATION: _____

