

# CUSTOMER AVATAR



## GOALS & VALUES

Goals:

Values:

Age:

Gender:

Ethnicity:

Marital Status:

#/Age of children:

## CHALLENGES & PAIN POINTS

Challenges:

Pain Points  
(Fears & Frustrations):

## SOURCES OF INFORMATION

Books:

Magazines:

Blogs/Websites:

Conferences:

Influencers:

Other:

Location:

Occupation

Job Title

Annual Income

Level of Education

Other

## OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the purchase process: