



CUSTOMER AVATAR

NAME:

AGE:

MARTIAL STATUS:

LOCATION:

QUOTE:

OCCUPATION:

JOB TITLE:

ANNUAL INCOME:

LEVEL OF EDUCATION:

OTHER:

GOALS & VALUES

CUSTOMER WANTS TO:

CUSTOMER IS COMMITTED TO:

CHALLENGES & PAIN POINTS

CHALLENGES:

PAIN POINTS:

SOURCES OF INFORMATION

BOOKS:

MAGAZINES:

BLOGS/WEBSITES:

CONFERENCES:

GURUS:

OBJECTIONS & ROLES IN PURCHASE

OBJECTIONS TO THE SALE:

ROLE IN PURCHASE: