

# Customer Avatar



Goals:

Challenges:

Values:

Pain Points:

Name

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Personal Skills:

Sources of Information:

Objections:

Books -

Magazines -

Blogs/Websites -

Role in Purchase Decision:

Heroes -

Hobbies -