

CUSTOMER AVATAR

GOALS & VALUES

/ GOALS /

/ VALUES /

CHALLENGES & PAIN POINTS

/ CHALLENGES /

/ PAIN POINTS /



SOURCES OF INFORMATION

BOOKS: _____

MAGAZINES: _____

BLOGS / WEBSITES: _____

CONFERENCES: _____

GURUS: _____

OTHER: _____

AGE: _____

GENDER: _____

MARITAL STATUS: _____

#/AGE OF CHILDREN: _____

LOCATION: _____

QUOTE: _____

OCCUPATION: _____

JOB TITLE: _____

ANNUAL INCOME: _____

LEVEL OF EDUCATION: _____

OTHER: _____

OBJECTIONS & ROLE IN PURCHASE PROCESS

/ OBJECTIONS TO THE SALE /

/ ROLE IN THE PURCHASE PROCESS /
