

CUSTOMER AVATAR

DEMOGRAPHICS



Age: _____

Gender: _____

Marital Status: _____

Children: _____

Location: _____

Favorite Quote: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Education: _____

Other: _____

GOALS / VALUES

Goals: _____

Values: _____

INFORMATION SOURCES

Books: _____

Magazines: _____

Websites: _____

Social Media: _____

Other: _____

CHALLENGES

Challenges: _____

Pain Points: _____

OBJECTIONS

Objections to purchase: _____
