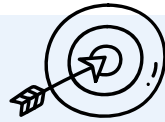


Goals & Values



Goals

Values

Sources of Information



Books/Magazines

Podcasts

Blogs/Social Profiles

Conferences/Events

Gurus/Influencers

Other



Customer Avatar

A customer avatar is a detailed profile of your ideal customer to help you target them. Fill this in for each customer.

Name

Gender

Age

Marital Status

No. of Children

Age of Children

Location

Favourite Quote

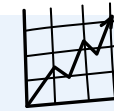
Occupation

Job Title

Level of Education

Annual Income

Other



Challenges & Pain Points

Challenges

Pain Points



Purchase Process

Objections to the sale

Role in the purchase process

Notes