

Sources of Information	
Books/Magazines	
Podcasts	
Blogs/Social Profiles	
Conferences/Events	
Gurus/Influencers	
Other	

	ar is a detailed profile
	comer to help you target or each customer.
Name	
Gender	Age
Marital Status	
No. of Children	Age of Children
Location	
Favourite Quote	
Occupation	
Job Title	
Level of Education	Annual Income

	Challenges & Pain Points
Challenges	
Pain Points	

\$ 1	Purchase Process
Objections to the sale	
Role in the purchase process	