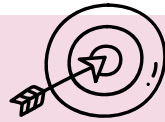


Goals & Values



Goals

Values

Sources of Info



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



Challenges

Pain Points

Purchase Process



Objections to the sale

Role in the purchase process