

## CUSTOMER AVATAR WORKSHEET

GOALS & VALUES	
Goals	
What are we selling?	

SOURCES OF INFORMATION	
Books	
Magazines	
Blogs	
Websites	
Conferences	
Gurus	
Other	

Name	
Age	
Gender	
Marital status	
# / Age of children	
Location	
Quote	
Occupation	
Job title	
Annual income	
Education level	
What problem do we solve?	

CHALLENGES & PAIN POINTS	
Challenges	
Pain points	

OBJECTIONS & ROLES	
Possible objections	
Role in the purchase process	