

# Customer Avatar Worksheet

## Goals & Values

Goals: My Avatar wants to...

Values: My Avatar is committed to...

## Sources of Information

Books:

Conferences:

Blogs:

Gurus:

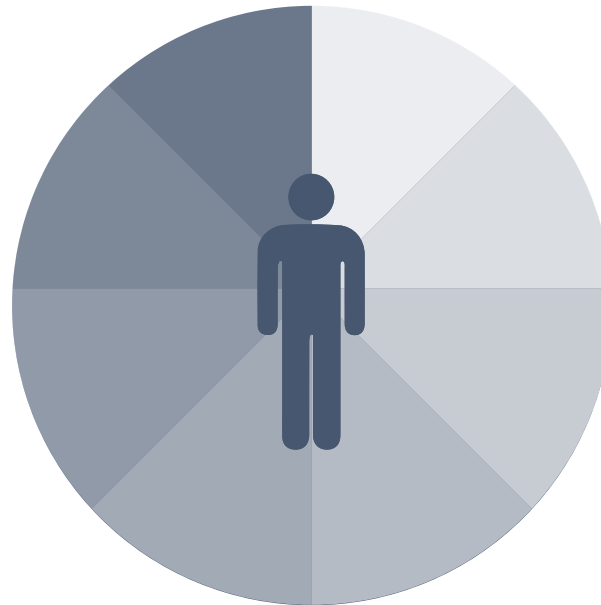
Other:

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Marital Status: \_\_\_\_\_

Children? How Many?: \_\_\_\_\_



## Challenges & PainPoints

My Avatar is Challenged with...

My Avatars PainPoints are...

Objections & Roll in Purchase Process:

Objections to sale:

Roll in the Purchase Process:

Profession: \_\_\_\_\_ Annual Income: \_\_\_\_\_

Job Title: \_\_\_\_\_ Level of Education: \_\_\_\_\_

Favorite Websites: \_\_\_\_\_ Favorite News Sources/  
Magazines: \_\_\_\_\_

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