

Who is your customer

Customer Avatar Worksheet

Let's give them a name

Stick an image of your customer avatar once printed out.

| | | | |
|--------------------------|----------------------|--------------------|----------------------|
| Gender | M F O | Occupation | <input type="text"/> |
| Marital Status | <input type="text"/> | Job Title | <input type="text"/> |
| Number & Age of children | <input type="text"/> | Annual Income | <input type="text"/> |
| Location | <input type="text"/> | Level of Education | <input type="text"/> |
| Quote | <input type="text"/> | Other | <input type="text"/> |

Sources of Information

| | |
|----------------|----------------------|
| Books | <input type="text"/> |
| Magazines | <input type="text"/> |
| Blogs/Websites | <input type="text"/> |
| Conferences | <input type="text"/> |
| Gurus | <input type="text"/> |
| Other | <input type="text"/> |

Challenges & Pain Points

Challenges

Pain Points

Goals & Values

Goals

Values

Objection & Role in Purchase Process

Objections to the sale

Role in the purchase process