



# CUSTOMER AVATAR WORKSHEET



Create name for your avatar \_\_\_\_\_

Age \_\_\_\_\_

Gender \_\_\_\_\_

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

#/Age of Children \_\_\_\_\_

Home Location \_\_\_\_\_

Where do they like to vacation \_\_\_\_\_

Occupation \_\_\_\_\_

Job Title \_\_\_\_\_

Annual Income \_\_\_\_\_

Level of Education \_\_\_\_\_

# of Properties owned \_\_\_\_\_

# of Books written \_\_\_\_\_

## GOALS AND VALUES

Who do you serve? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are their goals? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

What are their values? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## CHALLENGES & PAIN POINTS

Challenges: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Pain points: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

## SOURCES OF INFORMATION

Magazines they read: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Books they read: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Conferences they attend: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Gurus they follow: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Blogs/Websites: \_\_\_\_\_

## POSSIBLE OBJECTIONS

Objections: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

Role: \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_