

## Customer Avatar Worksheet

Part 1 - Write down the basic information about your Customer Avatar.

Name:

Age:

Gender:

Marital Status:

# / Age of Children:

Location:

Occupation:

Annual Income:

Level of Education:

Other Unique Details:

Part 2 - Find a picture and post it here. This will humanize your Customer Avatar even more.

Part 3 - Write two to three words to describe each.

Goals:

Customer wants to...

- a)
- b)
- c)

Values:

Customer is committed to...

- a)
- b)
- c)

Challenges:

Customer is challenged with...

- a)
- b)
- c)

Pain points:

Customer's pain points are...

- a)
- b)
- c)

Possible Objections:

- a)
- b)
- c)

Role in the Purchase Process:

Is your customer the primary decision maker?

Source of Information

Where does your customer spend most of their time consuming content? The News?  
Facebook? Websites? Etc.