

# CUSTOMER AVATAR WORKSHEET

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Company/Product Name:

**GOALS AND VALUES**

Goals:

Values:

Name:

Age:

Gender:

Marital Status:

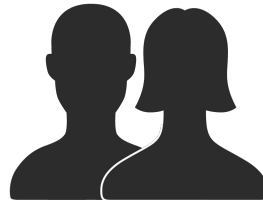
#/Age of Children:

Location:

**CHALLENGES & PAIN POINTS**

Challenges:

Pain points:



**SOURCES OF INFORMATION**

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

**OBJECTIONS & ROLES**

Possible Objections:

Role in the Purchase Process: