

Creating your Avatar

This exercise will help you focus in on your BEST target customers. Who they are, what they do, what issues they are having and more. This is a fictional Avatar or Customer Profile of your BEST customer.

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: