

YOU AS AN AVATAR

In this exercise you will fill this out using YOUR info.

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: