

Customer Avatar Worksheet



Company/Product Name:

Goals and Values

Goals

Values:



Challenges & Pain Points

Challenges:

Pain Points:

Name:

Age:

Gender:

Marital Status:

Sources of Information

Books:

Magazines:

Websites:

Social Media Channels:

Gurus:

Other:

Location:

Occupation:

Income:

Other:

Objections & Roles

Possible Objections:

Role in the Purchase Process: