

# Customer avatar

## GOALS AND VALUES

**Goals:**

**Values (she/he is committed to):**

Age:

Gender:

Marital status:

Children:

Location:



Occupation:

Annual income:

Level of education:

Quote:

## CHALLENGES & PAIN POINTS

**Challenges:**

**Pain points (fear of):**

## SOURCES OF INFORMATION

**Printed publications:**

**Websites:**

**Social media:**

**Conferences:**

## OBJECTIONS & ROLE IN PURCHASE PROCESS

**Objections to the sale:**

**Role in purchase process:**