

# CUSTOMER AVATAR

**Age:**  
**Gender:**  
**Marital Status:**  
**# / Age of Children:**  
**Location:**

**Occupation:**  
**Title:**  
**Industry:**  
**Annual Business Revenue:**  
**Annual Personal Income:**

## WHAT'S IMPORTANT TO THEM?

**Goals:**

**Values::**

## WHAT PROBLEMS DO THEY HAVE?

**Challenges:**

**Pain Points (Fears & Frustrations):**



## WHERE DO THEY GET THEIR INFORMATION?

**Books:**  
**Magazines:**  
**Blogs/Websites:**  
**Conferences:**  
**Influencers:**  
**Social Media:**  
**Others:**

## WHAT PREVENTS THEM FROM BUYING?

**Objections to the Sale:**  
  
**Role in the Purchase Process:**