

# Customer Avatar: Profile

## Avatar Name:

- Age:
- Gender:
- Marital Status:
- No./Age of children:
- Location:
- Occupation:
- Job Title:
- Annual Income:
- Level of Education:
- Other:

**CHALLENGES & PAIN POINTS**

Challenges:

Pain points:

**OBJECTIONS & ROLE IN BUYING PROCESS**

Objections to the sale:

Role in the buying process:

**GOALS & VALUES**

Goals:

Values:

**SOURCES OF INFORMATION**

Books:

Magazines:

Blogs/Websites:

Conferences:

Experts:

Other:

## Avatar Name:

Answer as many of these questions as possible about your customer avatar.

You can use these insights in your marketing to show you really understand them and connect with them at an emotional level.

# Customer Avatar: 'Psychic'graphics

What keeps them awake at night, staring at the ceiling, mind racing...?

What are they afraid of?

What are they angry about or who are they angry with?

What are their top 3 daily frustrations?

What trends/repeating behaviours occur or will occur in their business or life?

What do they secretly, ardently desire most?

What is their single biggest problem that we can solve?

Fill in the blanks for them: "If I could just ..... then ....."