

# ***Customer Avatar***

## ***Avatar Name:***

**Age**  
**Gender**  
**Marital Status**  
**Children Ages**  
**Location**

**Quote**  
**Occupation**  
**Job Title**  
**Annual Income**  
**Level of Education**

### **GOALS & VALUES**

**Goals**  
**Values**

### **CHALLENGES & PAIN POINTS**

**Challenges**  
**Pain Points**

### **SOURCES OF INFORMATION**

**Books**  
**Magazines**  
**Blogs/Websites**  
**Conferences**  
**Gurus/Influencers**

### **OBJECTIONS OF PURCHASE**

**Objections to purchase**