

Customer Avatar

PERSONAL GOALS & VALUES

Personal Goals in life:

wants to...

Firm Values:

is committed to...

DEMOGRAPHICS



Name:

Gender:

Age:

Relationship:

Children:

Geographic:

Company:

Job title:

Income:

Education:

Hobbies:

Quote:

CHALLENGES & FRUSTRATIONS

Challenges:

is challenged with...

Frustrations:

have frustration from...

PURSUE INFORMATION FROM

is influenced in buying decision from...

Web:

Social Media:

E-com:

Blog:

Books:

Influencers:

Gurus:

OBJECTIONS & ROLE

Possible Objections Against the Purchase:

thinks that...

Role and Influence in the Purchase Process:

is...