

CLIENT AVATARS

#1

Name:

Age:

Gender:

Marital Status:

Children:

Location:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

Goals & Values

Goals:

Values:

Sources of Info

Social Media:

Books:

Magazines:

Blogs/Websites:

Conferences:

Other:

Challenges + Pain Points

Challenges:

Pain Points

Objections + Role

Objections to the sale:

Role in the Purchase Process:

CLIENT AVATARS

#2

Name:

Age:

Gender:

Marital Status:

Children:

Location:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

Goals & Values

Goals:

Values:

Sources of Info

Social Media:

Books:

Magazines:

Blogs/Websites:

Conferences:

Other:

Challenges + Pain Points

Challenges:

Pain Points

Objections + Role

Objections to the sale:

Role in the Purchase Process:

CLIENT AVATARS

#3

Name:

Age:

Gender:

Marital Status:

Children:

Location:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

Goals & Values

Goals:

Values:

Sources of Info

Social Media:

Books:

Magazines:

Blogs/Websites:

Conferences:

Other:

Challenges + Pain Points

Challenges:

Pain Points

Objections + Role

Objections to the sale:

Role in the Purchase Process: