# **CLIENT AVATARS**

#1
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Name:
1 000
Age:
Gender:
Marital Status:
Children:
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Location:
Occupation:
ob Title:
00 Hue.
Annual Income:
Level of Education:
Other:

# **Sources of Info**

Social Media:

**Books:** 

Magazines:

Blogs/Websites:

**Conferences:** 

Other:

# **Challenges + Pain Points**

Challenges:

Pain Points

# **Goals & Values**

**Goals:** 

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**Objections + Role** 

Objections to the sale:

Values:

Role in the Purchase Process:

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#### **Challenges + Pain Points**

Challenges:

Pain Points

# **Goals & Values**

**Goals:** 

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**Objections + Role** 

**Objections to the sale:** 

Values:

Role in the Purchase Process:

# **CLIENT AVATARS**

#3	
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Occupation:	
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# **Challenges + Pain Points**

Challenges:

**Pain Points** 

# **Goals & Values**

Goals:

**Objections + Role** 

Objections to the sale:

Values:

**Role in the Purchase Process:**