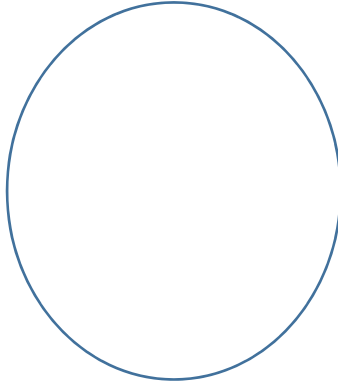


## CUSTOMER AVATAR



**Gender:** \_\_\_\_\_

**Age:** \_\_\_\_\_

**Marital Status:** \_\_\_\_\_

**Children?/Ages:** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Hobbies/Interests:** \_\_\_\_\_

**Level of Education:** \_\_\_\_\_

**Occupation/Industry:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Yearly Income:** \_\_\_\_\_

**Next Career Goal:** \_\_\_\_\_

**Long-Term Career Goal:** \_\_\_\_\_

**Desired Goal/s:**

**Values:**

**Challenges:**

**Pain points:**

**Frequently Visited Websites/Blogs:**

**Favorite Books/Magazines:**

**Favorite Gurus, Experts, Speakers:**

**Favorite conferences/events:**

**Other:**

**Their role in purchase process:**

**Biggest trust factors they look for:**

**Objections to the sale:**