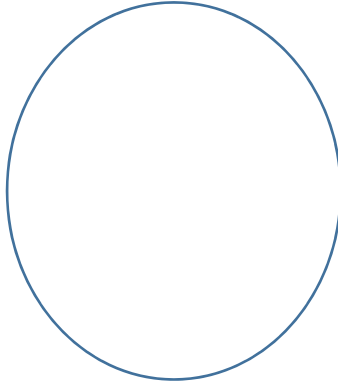


CUSTOMER AVATAR



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: