

Customer Avatar

Name:

Insert Image Here

Basic Info & Background

Age:
Gender:
Marital Status:
Children:
Location:
Education:
Income:
Occupation:
Language:

"Who" Are They?

Goals:
Values:
Demeanor:
Hobbies:
Interests/Passions:
What Success Looks Like:

What Is Their Problem?

Challenges:
Pain Points:
Biggest Fear:
What They Don't Know:

How Do They Communicate?

Preferred Method:
Social Media:
Learning Style:

Why Should They Buy?

WIIFM:
USP:
Mission/Purpose: