

CUSTOMER AVATAR

AVATAR NAME: _____

know your customer...



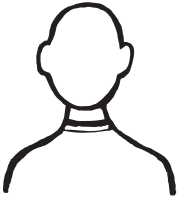
Age _____

Gender _____

Marital Status _____

No./Age of children _____

Location _____



Quote _____

Job _____

Income _____

Education _____

Brands _____

Other _____

GOALS & VALUES

Goals _____

Values _____

FRUSTRATIONS / PAINS

INFORMATION SOURCES

Books _____

Magazines/Newspapers _____

Blogs/Websites _____

Social Media _____


Other _____

COMMON OBJECTIONS

Decision Maker? Yes No

Decision Influencer? Yes No

TYPICAL DAY




7 AM _____

9 AM _____

NOON _____

5 PM _____

8 PM _____



M MARKETING VISION