CUSTOMER AVATAR TEMPLATE

ABOUT YOUR CUSTOMER

Age: _____

Gender: _____

Marital Status: _____

Children: _____

Income: _____

Occupation: _____

How do they feel about their current job:

_____

_____

_____

Notable hobbies:

_____

_____

_____

SERVE NO MASTER

PERSONALITY

Top 3 Positive Traits:

_____

_____

_____

Top 3 Negative Traits:

_____

_____

_____

Fears:

_____

_____

_____

How would they describe themselves

_____

_____

_____

WHAT DO THEY DREAM OF ACHIEVING

_____

_____

_____

_____

_____

WHAT'S STOPPING THEM FROM ACHIEVING IT

_____

_____

_____

_____

_____

SERVE NO MASTER

WHEN PRESENTED WITH THE SOLUTION TO THEIR GOAL (I.E A PRODUCT THAT HELPS THEM ACHIEVE IT), WHAT ARE THEIR OBJECTIONS?

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_____

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_____

KNOWLEDGE

What do they already know about their problem?

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_____

_____

_____

Are they aware of the solution?

_____

_____

_____

Are they using another product/solution already and is it working?

_____

_____

_____

_____

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YOUR BUSINESS

Are they aware of your business?

_____

_____

_____

Are they aware of your solution?

_____

_____

_____

How would they most likely find you?

_____

_____

_____

Are they currently with a competitor?

_____

_____

_____

SERVE NO MASTER