

Customer Avatar Template

Avatar image goes here

Name:

Quote:

Age: Gender:

Marital Status:

of / Age of Children:

Location:

Occupation / Job Title:

Annual Income:

Level of Education:

Other / Notes:

Goals & Values

Goals:

Values:

Challenges, Fears, & Pain Points

Challenges & Fears:

Pain Points:

Behavior & Attributes

Behavior:

Attributes:

Media Diet

Books / Magazines:

Blogs / Websites:

Conferences / Events:

Thought Leaders:

Other: