

# CLIENT AVATAR WORKSHEET

Company/Product Name:

**GOALS AND VALUES**

Goals:

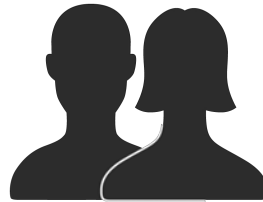
Values:

Name:  
Age:  
Gender:  
Marital Status:  
#/Age of Children:  
Location:

**CHALLENGES & PAIN POINTS**

Challenges:

Pain points:



**SOURCES OF INFORMATION**

Books:  
Magazines:  
Blogs/Websites:  
Conferences:  
Gurus:  
Other:

Quote:  
Occupation:  
Job Title:  
Annual Income:  
Level of Education:  
Other:

**OBJECTIONS & ROLES**

Possible Objections:

Role in the Purchase Process: