

Client Avatar Worksheet

Company name:

Product name:

Name:

Gender:

Age:

Marital Status:

No/age of kids:

Location:

Purchase role:

Occupation:

Job title:

Income:

Education level:

Quote:

Inspiration:

Misc:

VALUES

Values:

GOALS

Goals:

WANTS & NEEDS

Wants:

Needs:

PAINS & FEARS

Pains:

Fears:

OBJECTIONS & BARRIERS

Objections:

Barriers:

INFORMATION SOURCES

Books:

Magazines:

Blogs/Websites:

Conferences:

Role models:

Other: