

The Ideal *Avatar* Worksheet

GOALS	VALUES
_____ wants to...	_____ is committed to...
1.	1.
2.	2.
3.	3.
SOURCES OF INFORMATION	
Books: _____	Magazines: _____
Blogs/Websites: _____	Conferences: _____
Gurus: _____	
Other: _____	
DEMOGRAPHIC INFORMATION	
Avatar Name: _____	Gender: _____
Age: _____	
Marital Status: _____	
#/Age of Children: _____	
Location: _____	Quote: _____
Occupation: _____	Job Title: _____
Annual Income: _____	
Level of Education: _____	
Other: _____	
CHALLENGES	PAIN POINTS
_____ is challenged with...	_____ pain points are...
1.	1.
2.	2.
OBJECTIONS	ROLE IN PURCHASE PROCESS
Objections to the sale:	Role in the Purchase Process
1.	1.
2.	