CUSTOMER AVATAR WORKSHEET

DEMOGRAPHICS

• Name: _____

• Age: _____

• Gender:

◻ Female

◻ Male

• Location: _____

• Income: _____/Annually

CHALLENGES

Pain Points:

1. _____

2. _____

3. _____

What Different Solutions Have They Tried In The Past?

1. _____

2. _____

3. _____

What Are The Results Of Past Solutions?

1. _____

2. _____

3. _____

Specifically What Outcomes Are They Looking For?

1. _____

2. _____

3. _____

What Are Their Fears:

- ☐ Poverty
- ☐ Failure
- ☐ Loneliness
- ☐ Rejection
- ☐ Disappointment
- ☐ Pain
- ☐ Ridicule
- ☐ Others _____

What Are Their Motivations:

- ☐ Incentive
- ☐ Fear
- ☐ Growth
- ☐ Power
- ☐ Social

TRANSFORMATION

Current Situation Frustrations and Conflicts:

1._____

2._____

3._____

4._____

5._____

6._____

Desired Outcome Life and Self-Image:

1._____

2._____

3._____

4._____

5._____

6._____

COMMUNICATION

Lifestyle / Visual Language + Communication Phrases (Specific Words, and phrases they use to communicate):

_____

_____

_____

Favorite Source Of Information/Purchase:

• Books: _____/_____/_____

• Magazines: _____/_____/_____

• Brands: _____/_____/_____

• Influencers: _____/_____/_____

• Others: _____/_____/_____

Where To Find Them?

• Places: _____/_____/_____

• Blogs/forums: _____/_____/_____

• Stores/Shops:_____/_____/_____

• Festivals/Shows: _____/_____/___

• Social Media: _____/_____/_____

• Others: _____/_____/_____