

CUSTOMER AVATAR WORKSHEET

DEMOGRAPHICS

• Name: _____

• Age: _____

• Gender:

☐ Female

☐ Male

• Location: _____

• Income: _____/Annually

CHALLENGES

Pain Points:

1. _____

2. _____

3. _____

Fears:

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

Motivations:

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

TRANSFORMATION

Current Situation Frustrations:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Desired Outcome Goals:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

COMMUNICATION

Lifestyle / Visual Language + Communication Phrases:

Favorite Source Of Information/Purchase:

- Books: _____/_____/_____
- Magazines: _____/_____/_____
- Brands: _____/_____/_____
- Influencers: _____/_____/_____
- Others: _____/_____/_____

Where To Find Them?

- Places: _____/_____/_____
- Blogs/forums: _____/_____/_____
- Stores/Shops: _____/_____/_____
- Festivals/Shows: _____/_____/_____
- Social Media: _____/_____/_____
- Others: _____/_____/_____

UNIQUE SELLING PROPOSITION

For _____ with a problem _____, I will deliver a solution _____ that provides a specific value which transforms his/her current situation _____ to _____.