

IDEAL CUSTOMER AVATAR

#VISIONCHALLENGE

PERSONAL

NAME:

GENDER:

MARITAL STATUS:

LOCATION:

FAVORITE QUOTE:

OCCUPATION/JOB
TITLE:

INCOME:

EDUCATION:

HOBBIES:

GOALS & DREAMS

GOALS:

DREAMS:

CHALLENGES & PAIN POINTS

CHALLENGES:

PAIN POINTS:

CONTENT CONSUMPTION

SOCIAL MEDIA & APPS

BOOKS

WEBSITES

OBJECTIONS

OBJECTIONS TO BUYING FROM YOU: