

# IDEAL CUSTOMER AVATAR

## DESCRIPTION

Profession: \_\_\_\_\_

Age: \_\_\_\_\_

Gender: \_\_\_\_\_

Married? \_\_\_\_\_

Children? \_\_\_\_\_

Education: \_\_\_\_\_

Income: \_\_\_\_\_

Values: \_\_\_\_\_

Hobbies: \_\_\_\_\_

## DIG INTO THE DETAILS

What are their biggest fears?

\_\_\_\_\_  
\_\_\_\_\_

What are their challenges?

\_\_\_\_\_  
\_\_\_\_\_

What are their dreams, hopes and desires?

\_\_\_\_\_  
\_\_\_\_\_

What product or service can you offer to solve their problems?

\_\_\_\_\_  
\_\_\_\_\_



PASTE IMAGE

NAME

## FAVORITES

Book: \_\_\_\_\_

Website: \_\_\_\_\_

Product: \_\_\_\_\_

Activity: \_\_\_\_\_

Saying: \_\_\_\_\_

Podcast: \_\_\_\_\_