

Client Avatar

Name: Jane Smith

GOALS & VALUES

Goals:

Values:

PERSONAL

Salut

Married?

Age:

Children:

Location:

CHALLENGES, PAIN POINTS

Challenges:

Pain Points:

SOURCES OF INFO

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

PROFESSIONAL

Organization:

Occupation

Job Title:

Annual Income:

Education:

OBJECTIONS, ROLE IN PURCHASE PROCESS

Objections:

**Role in the
Purchase**

Process: