

**AVATAR NAME:**

**AVATAR PICTURE:**

**DEMOGRAPHICS:**

Age:

Gender:

Generation:

**RELATIONSHIPS:**

Marital Status:

Children:

**DWELLING:**

Location:

Home type:

**WORK:**

Occupation:

Job title:

Annual income:

**EDUCATION:**

Level of Education:

**PERSONAL:**

Values:

Personality traits:

Hobbies and Interests:

Down-time Behaviours:

Spending habits:

**CONTENT CONSUMPTION:**

Sources of content consumption / information (eg: books, magazines, blogs, websites, podcasts, events, gurus etc).

Social media usage patterns:

**KNOWLEDGE:**

Level of knowledge of your product/service:

- Unaware they have a problem.
- Aware of the problem but not the solution.
- Aware of the solution but not aware of you.
- Aware that you provide the solution.
- Most aware (a fan of your product/service).

**FUTURE:**

Finance/career goals:

Family/relationship goals:

Health goals:

Personal goals:

**PROBLEMS:**

Challenges and pain points (problems that need solving):

What would happen if these pain points weren't overcome?

What would happen if these pain points were overcome?

What is the perfect solution to their problems?

**PURCHASE:**

Objections to purchasing your product/service:

Role in the purchasing process: