Target Customer Avatar

PRODUCT/SERVICE NAME: _____

NAME: _____ **AGE:** _____ **MARITAL STATUS:** _____ **CHILDREN:** _____

GENERAL INTERESTS

LIKES:

DISLIKES:

VALUES & GOALS

VALUES:

GOALS:

WORK: _____

INCOME: _____

EDUCATION: _____

LOCATION: _____

PAIN POINTS & PROBLEMS

PAINS:

PROBLEMS:

SOURCES OF INFORMATION

BOOKS:

MAGAZINES:

WEBSITES:

SOCIAL MEDIA:

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