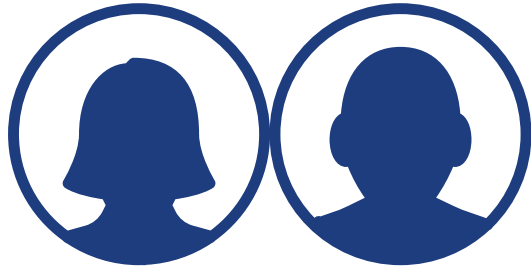


AVATAR WORKSHEET



YOUR IDEAL CLIENT

Name: _____

Age: _____

Marital Status: _____

Children/Age: _____

Location: _____

Level of Education: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Other: _____

GOALS AND VALUES

Goals:

Values:

CHALLENGES & PAIN POINTS

Challenges:

Pain Points:

SOURCES OF INFORMATION

Books:

Magazines:

Podcasts:

Websites:

Social Media Platform:

OBJECTIONS

Possible Objections:

Role in Decision Making Process: