

CUSTOMER AVATAR/BUYER PERSONA



Name:

Title or Position:

Responsibilities:

Decision Maker?

▶▶ DEMOGRAPHICS

Age

Education

Income

Other

Location

▶▶ ABOUT THE COMPANY / GOALS

Company Size (\$ or # of employees):

Industry:

Related Industries:

Primary Company Goals:

Secondary Goals:

Personal Goals:

Biggest Challenges:

▶▶ INTERESTS / WHERE ARE THEY

What publications/books does he read?

What social networks does he belong to?

What conferences does he attend?

What are his hobbies?

Goes he belong to any organizations?
(Sports, business, networking)

▶▶ BEHAVIORS

Where does he spend time researching?

Does he read online or prefer magazines?

How often is he on social networks?

Does he shop online?

Where does he volunteer?

CUSTOMER AVATAR/BUYER PERSONA



Name:

Title or Position:

Responsibilities:

Decision Maker?

▶▶ DEMOGRAPHICS

Age

Education

Income

Other

Location

▶▶ ABOUT THE COMPANY / GOALS

Company Size (\$ or # of employees):

Industry:

Related Industries:

Primary Company Goals:

Secondary Goals:

Personal Goals:

Biggest Challenges:

▶▶ INTERESTS / WHERE ARE THEY

What publications/books does she read?

What social networks does she belong to?

What conferences does she attend?

What are her hobbies?

Does she belong to any organizations?
(Sports, business, networking)

▶▶ BEHAVIORS

Where does she spend time researching?

Does she read online or prefer magazines?

How often is she on social networks?

Does she shop online?

Where does she volunteer?

CUSTOMER AVATAR/BUYER PERSONA



Name:

Title or Position:

Responsibilities:

Decision Maker?

▶▶ DEMOGRAPHICS

▶▶ ABOUT THE COMPANY / GOALS

▶▶ INTERESTS / WHERE ARE THEY?

▶▶ BEHAVIORS

CUSTOMER AVATAR/BUYER PERSONA



Name:

Title or Position:

Responsibilities:

Decision Maker?

▶▶ DEMOGRAPHICS

▶▶ ABOUT THE COMPANY/GOALS

▶▶ INTERESTS/WHERE ARE THEY?

▶▶ BEHAVIORS