










# Building Your Client Avatar



 **GENDER**     MALE     FEMALE     **AGE**     18-24     25-29     30-49     50-64     65+


 **ETHNICITY**     AMERICAN INDIAN     HISPANIC / LATINO     AFRICAN AMERICAN     ASIAN     CAUCASION

 **LOCATION**    COUNTRY \_\_\_\_\_ CITY \_\_\_\_\_ STATE \_\_\_\_\_

 **EDUCATION** \_\_\_\_\_  **OCCUPATION** \_\_\_\_\_



 **MARRIED?** \_\_\_\_\_  **ANNUAL INCOME** \_\_\_\_\_  **CHILDREN?** \_\_\_\_\_


 <b>SPECIFICS</b>	 <b>FEARS</b>
What do they want? _____ _____	What are their biggest fears? _____ _____
What are their goals? _____ _____	What are they not seeing? _____ _____
What are their values? _____ _____	What is their impending danger? _____ _____

 **SUCCESS**

What does their life look like when they succeed? \_\_\_\_\_

What achievement do they desire? \_\_\_\_\_

 <b>PAIN</b>	 <b>OBJECTIONS</b>
What are the challenges they are facing? _____ _____	What are the top objections to the sale? _____ _____
What are their top 3 pain points? _____ _____	What is their role in the purchase process? _____ _____

 **FAILURE**

What does life look like if they don't use the product or service? \_\_\_\_\_