

Avatar Name: _____

Demographics

Age Range: _____

Occupation: _____

Gender: Male Female

Job Title: _____

Marital Status: _____

Annual Income: _____

#/Age of Children: _____

Level of Education: _____

Location: _____

Other: _____

Goals and Values

Goals: _____

Values: _____

Sources of Information

Books: _____

Conferences: _____

Magazines: _____

Blogs / Websites: _____

Gurus: _____

Other: _____

Challenges & Pain Points

Challenges: _____

Pain Points: _____
