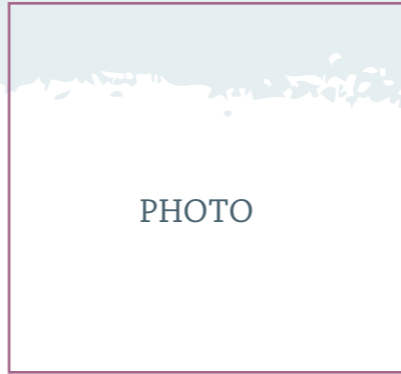


MY IDEAL CUSTOMER
AVATAR GROUP
DESCRIPTION
PRODUCT OR
SERVICE



Name
Gender
Age
Marital Status
Lives and works
Income



PERSONALITY

FAMILY

LOVES

INTERESTS / ACTIVITIES

LIFESTYLE

OPINIONS

CAREER

VALUES

GOALS

3 BIGGEST PROBLEMS

- 1.
- 2.
- 3.

ASPIRATIONS

IDEAL SOLUTION TO HER PROBLEMS

Most desires

OBJECTIONS what would stop her buying

CHALLENGES & PAINS

SHOPPING HABITS

FEARS

Is most afraid of

ONLINE HABITS

