CREATE YOUR AVATAR WORKSHEET

ONLINE COURSE consultancy

PERSONAL INFORMATION

Give your avatar a name:

Age:

Gender:

Marital Status:

Children:

Location:

OCCUPATION & EDUCATION

Job Title:

Industry:

Annual Income:

Education:

Anything else?

GOALS, AMBITIONS & VALUES

What do they want to achieve?

What matters most?

FEARS & CHALLENGES

What are they most afraid of?

What is their biggest challenge?

INFORMATION SOURCES

What do they read?

What do they search for on the internet?

DECISION MAKING

What are their decision-making factors?

What objections may they have?

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