

CUSTOMER PROFILE WORKSHEET

GOALS AND VALUES

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:



CHALLENGES & PAIN POINTS

Challenges:

Pain points:

SOURCES OF INFORMATION

Books: Magazines: Blogs/Websites: Conferences: Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

OBJECTIONS & ROLE IN PURCHASE PROCESS

Objections to the sale:

Role in the Purchase Process: