Worksheet for your Avatar

Basic Information

Name:

Gender:

Income level:

Geo location (Exact Address):

Family Information

Marital Status:

Education level:

Job title / description:

Children (if any, ages):

Spouse's age:

Spouse's education level:

Spouse's job title/description:

Spouse's income level:

Combined household income:

Types of cars driven (This is an important one):

Hobbies & Leisure

Restaurants frequented:

Stores shopped at:

Television channels/shows watched:

Social media preference:

Hobbies Music preference:

Type of media consumed (other than TV / Music):

Reading preferences:

Clubs they belong to:

WORKSHEET FOR YOUR AVATAR

THINGS THAT MATTER TO THEM / MINDSET

Charitable giving:

Travel preferences:

Type of phone carried:

Religion:

Political views:

Values (These can be harder to identify):

THINGS THAT MATTER TO THEM / MINDSET

What is their shopping pattern?

What do they prioritize:

Where do they look for information:

How do they look for information:

FULL DESCRIPTION AND OUTLINE OF YOUR AVATAR

NAME:

INSERT PICTURE HERE