Ideal Client Avatar



Goals & Values

duais & values	_	Challenges & Pain Points
	Name:	CONSULTING
	Age	
	Gender	
	Martial Status	
	Children?	
	Location:	
	Quote:	
	Occuption:	
	Industry:	
Sources of Information	Role:	Possible Objections
	Education:	
	Income Level:	
	Other:	
	Role in Decision Making	