



CUSTOMER AVATAR WORKSHEET

SECTION 1: DEMOGRAPHICS

- Name: _____
- Age: _____
- Gender: _____
- Location: _____
- Income: \$_____
- Occupation: _____

SECTION 2: PSYCHOGRAPHICS

- What keeps them awake at 3 AM? _____
- What are they afraid of? _____
- What do they value most? _____

SECTION 3: DAY IN THE LIFE

- 6 AM: _____
- 9 AM: _____
- 12 PM: _____
- 6 PM: _____
- 9 PM: _____

SECTION 4: JOBS-TO-BE-DONE

- What "job" are they hiring your product/service to do? _____
- What problem are they trying to solve? _____

(Continue with remaining sections...)

Need help?

✉ Email: hercollected@gmail.com

📱 Instagram: @hercollected

🌐 Website: hercollected.com

