Reader Avatar Worksheet

Author/Brand Name:

Goals & Values

Goals:

Values:

Challenges & Pain Points

Challenges:

Pain Points:

HAWK & DOVE STRATEGIES

Name:

Age:

Gender:

Marital Status:

# of Children:

Education:

Income:

Sources of Information

Social Media:

Websites/Blogs:

Friends/Family:

Objections & Hesitations

Objections:

Hesitations:

History with Heat