



# Marketing Plan Challenge

## Client Avatar Worksheet

Your Avatar Name:

### Demographics:

Age:

Occupation:

Gender:

Job Title:

Marital Status:

Annual Income:

#/Age of Children:

Level of Education:

Location:

Other:

### Goals and Values:

Goals:

Values:

### Challenges and Pain Points:

Challenges:

Pain Points:

**Get help at [timetradersclub.com](http://timetradersclub.com)**



# Marketing Plan Challenge

## Client Avatar Worksheet (Part 2)

Your Avatar Name:

Where do they get their information:

Books:

Magazines:

Blogs/Websites:

Conferences/Gurus:

Other:

Why aren't they getting help?

Perceived hurdles:

Objections to the sale:

Who else is involved in making the purchase decision?

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