

# APACHE LEADS TARGET AVATAR

**GOALS AND VALUES**

Goals:

Values:

Age:

Gender:

Marital Status:

#/Age of Children:

Location:

**CHALLENGES & PAIN POINTS**

Challenges:

Pain Points:

**SOURCES OF INFORMATION**

Books:

Magazines:

Blogs/Websites:

Conferences:

Gurus:

Other:

Quote:

Occupation:

Job Title:

Annual Income:

Level of Education:

Other:

**OBJECTIONS & ROLE IN PURCHASE PROCESS**

Objections to the sale:

Role in the Purchase Process:

Note: It needs to be opened in Adobe Reader to be fillable.

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