

Who

DO YOU
SERVE?



Who DO YOU SERVE?

Age: _____

Gender: _____

Marital Status: _____

of Children: _____

Location: _____

Quote: _____

Occupation: _____

Job Title: _____

Annual Income: _____

Education Level: _____

Other: _____

Name: _____

GOALS & VALUES

Goals:

_____ wants to:

- 1.
- 2.
- 3.

Values (cares about):

- 1.
- 2.
- 3.
- 4.
- 5.

CHALLENGES & PAIN POINTS

Challenges:

_____ struggles with:

- 1.
- 2.
- 3.

Fears and/or Pain Points:

- 1.
- 2.
- 3.
- 4.
- 5.

“ _____
SERVE, DON'T SELL
_____ Kim Garst ”